Dear trusted team and valued community:

I’m excited to share with you the vision for our company in 2016 and beyond. When I landed on the phrase “Quiet Power Strategy,” I had no idea what it would lead to. I just knew that it resonated deeply with me and many, many others.

Quiet Power Strategy® became the new name for my flagship business strategy program, and it became the name for a new book.

But last year, Quiet Power Strategy became so much more. It grew to encompass a movement of people who want to do business on their own terms, break through the noise of the market, and put effectiveness at the forefront of their plans.

Do you run a Quiet Power Strategy business? Here’s how you know. Your business is:

- Defined by the purpose and message of its founder.
- Fueled by a mission of service.
- Inspired by the frustrations, curiosity, and goals of its customers.
- Called to create real change on an individual, community, or global scale.
- Differentiated by the unique perspective and strengths of its team.
- Focused on intentional, sustainable growth in line with its goals and strengths.
- Propelled by deliberate action in line with its strategy.

Quiet Power Strategy is bigger than an individual program or book. So now, Quiet Power Strategy is the brand for a suite of programs and communities that aim to provide hands-on support and training to idea-driven entrepreneurs.

This year, we plan to offer Breanne Dyck’s The Master Class, Allie Rice’s website strategy program, Mindy Crary’s 1:1 sales training, and a new program from media & influence strategist Brigitte Lyons. Again this year, we will train a new cohort of Quiet Power Strategy® Certified Business Strategists. Plus, we will gather together as a community in Portland, OR on April 30-May 1 for a thoughtful, intentional business growth conference.

And as for our flagship program?
We’re also creating an all-new version of the original Quiet Power Strategy program called The Foundation.

I want Quiet Power Strategy to be where you come to solve your business growth challenges, no matter what they are.

I want our team to be your trusted advisers—as they are mine.

We’re working towards ambitious goals in 2016 (I hope you are too), and I’m building our plans on 3 main strategic areas: community-building, problem-solving, and truth-telling.

I hope you’re excited as I am about these 3 facets of our mission and I hope you’ll join me in making them a reality. We always appreciate you sharing our content, programs, and training opportunities with your network. We welcome your questions and challenges so we can create solutions for you. And, we especially want to know what insider information you want about how successful businesses are run.

On the following pages, you’ll find our tentative program calendar and a sneak peek at the changes happening to our flagship program.

Thank you for being a key member of our community or team. We wouldn’t be here without you.

With gratitude,

Tara Gentile
Founder, Quiet Power Strategy®
<table>
<thead>
<tr>
<th>Program</th>
<th>Trainer/Facilitator</th>
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<tbody>
<tr>
<td><strong>February</strong></td>
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<tr>
<td>The Master Class</td>
<td>Breanne Dyck</td>
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<tr>
<td><em>Create a world-class program to level up your income, influence, and impact</em></td>
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<td>Connect to Sell</td>
<td>Tara Gentile</td>
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<td><em>Build a framework for predictable sales</em></td>
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<td><strong>March</strong></td>
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<tr>
<td>The Foundation</td>
<td>QPS Certified Strategists (plus, a new Independent Study version)</td>
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<td><em>Create a strategic plan that positions your business for its next breakthrough</em></td>
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<tr>
<td>Accelerator Mastermind</td>
<td>Tara Gentile</td>
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<td><em>Leverage the support of ambitious, growth-minded colleagues to create a plan to double your revenue.</em></td>
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<tr>
<td>Strategist Training Program</td>
<td>Tara Gentile &amp; Kate O’Brien</td>
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<td><em>Learn a proven framework for getting your clients long-lasting results in less time.</em></td>
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<td><strong>April</strong></td>
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<tr>
<td>Influence Intensive</td>
<td>Brigitte Lyons</td>
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<td><em>Grow your audience and influence by leveraging the power of the media and relationships.</em></td>
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<td><strong>May</strong></td>
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<tr>
<td>Website Strategy (name TBD)</td>
<td>Allie Rice</td>
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<td><em>Put your website to work for you with a strategic approach to content, structure, and conversion.</em></td>
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<tr>
<td>1:1 Sales Training (name TBD)</td>
<td>Mindy Crary</td>
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<td><em>Use 1:1 selling to fill your calendar with exactly the people you want to work with.</em></td>
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Program names, formats, and schedule all subject to change.
Quiet Power Strategy®: The Foundation is our flagship business strategy program. If you want to:

- Stop throwing spaghetti on the wall and start anticipating what will work
- Stop following instructions and start creating a plan
- Stop trying to do everything and start doing what’s important
- Stop guessing at what to offer next and start creating a sustainable, profitable business model

…all so that you can take a big leap forward on your journey to becoming a thriving business owner who takes care of yourself, your audience, your family, and your community, this is the program for you.

Who is this for?

Fiercely intelligent, ambitious, and warm-hearted business owners who have an existing business but want to create their next breakthroughs. That breakthrough could be more influence, more impact, or considerably more income—or some combination of all 3.

You struggle with tying your day-to-day actions to forward progress on your big goals. You’re good at what you do but you’re unclear how to communicate that in a way that brings momentum to your business. You’re not making the most of tactics or systems you try to implement because your business lacks the strategic focus to make them work.
How does it work?

The program is delivered in 2 3-week sprints plus 2 implementation weeks for a total of 8 weeks. There are 3 ways to engage the program:

1) As an Independent Study - $1000 or 6 payments of $189

Students have access to all module videos and worksheets, plus 3 months in The Lab free.

2) Strategist Guided Mastermind - $2400 or 6 payments of $419

Clients are placed into groups of 4-5 and assigned a strategist whose background or expertise matches their goals or needs. Each group meets weekly in a mastermind format to troubleshoot sticking points, support each other’s growth, and come to focused decisions on next steps.

Clients also receive weekly Q&A calls with Tara Gentile, life-time access to our Quiet Power Strategy® community, plus 6 months free in The Lab and discounts on our live events.

3) Accelerator Mastermind - $10,000 or 6 payments of $1800

Clients work in a group of 4-5 directly with founder Tara Gentile. The group meets weekly for 6 months in a mastermind format to troubleshoot sticking points, support each other’s growth, and come to focused decisions on next steps.

Accelerator clients will also go on retreat with Tara in Central Pennsylvania for 2 days to finalize plans and define opportunities. Clients receive lifetime access to The Lab and discounts on other live events.
What’s the curriculum?

**Module 1.1: Focus First** - Map your 4-fold strategic focus.
  — Make easy decisions with a focused framework.
  — Adapt messaging to incorporate strategic focus.

**Module 1.2: Analyze & Edit** - Review your existing model.
  — Analyze opportunities to edit, cut, or reposition existing products/services to increase focus.
  — Make more money by aligning products/services with strategic focus.

**Module 1.3: Steer the Ship** - Assess your business across 5 key areas of growth.
  — Identify key points of leverage.
  — Use points of leverage to guide your actions for maximum productivity.

**Module 2.1: Connect with Passion** - Identify messages that stir your passion.
  — Create content & social marketing.
  — Edit your copy to create a more genuine connection with your business.

**Module 2.2: Skills & Purpose** - Articulate how your business makes life better for your customers.
  — Say exactly the right thing to connect with the right people.
  — Articulate the core value of what you do.

**Module 2.3: Guiding Principles** - Create a values-based intention framework.
  — Differentiate your business to break through a crowded market.
  — Make decisions about opportunities and growth with ease.

**Module 3.1: Personalize, Don’t Generalize** - Name your Virtual Focus Group.
  — Identify customers/clients that will serve you long term.
  — Create a context for service. (camera study)

**Module 3.2: Track the Journey** - Plot your customer’s growth and changes over time.
  — Identify problems, questions, and goals your business can help with.
  — Use problems, questions, and goals to ground the offers you want to make.
Module 3.3: Value is Transformation - Identify what your customers want to change.
  — Track the changes your customers want to make so you can easily articulate value.
  — Use these changes in product descriptions, blog posts, and ads.

Module 4.1: Right Tool, Right Job - Articulate the value of existing products clearly to hone your business model.
  — Reposition your offers to make the value clear and the message compelling.

Module 4.2: New Tool, New Job - Develop a new product to complete an important job.
  — Design new offer opportunities based on what people want to buy.
  — Create a Minimum Viable Product and a plan to test it.

Module 4.3: Build Your Machine - Create a sustainable business model.
  — Create revenue generation systems that work together.
  — Leverage offers that build on each other to create greater profitability.
  — Plan your revenue generation for the upcoming year.

Module 5.1: Resonate - Articulate a message for your new product.
  — Create a compelling sales page for your new product.
  — Decide on 1 big idea you’ll use to sell it.

Module 5.2: Nurture - Create a content sequence that nurtures new leads.
  — Product content marketing that leads people back to your 1 big idea.
  — Clear obstacles to purchase for your ideal customers.

Module 5.3: Broadcast - Craft email marketing to get your new product sold.
  — Plan an email marketing sequence that gets results.
  — Design follow-ups that get the job done.

Module 6.1: Set Your Sights - Declare your Chief Initiative.
  — Turn your strategic focus into a clear goal for the next 6-12 months.
  — Describe the new conditions around you when you reach your Chief Initiative.
Module 6.2: Navigate the Way - Name the projects and changes you’ll make to get there.
  — Identify each project you’ll need to accomplish to achieve your Chief Initiative.
  — List out tasks associated with each.
  — Align your action plan with your strategic plan.

Module 6.3: Discern Your Next Steps - Prioritize actions to move forward.
  — Generate 1 week, 1 month, and 3 month plans to get moving on your Chief Initiative.
  — Tie tasks to strategic objectives.
  — Choose what tasks to delegate to accomplish more.

NEXT STEPS

If you’d like the first word on when we’re accepting new clients into Quiet Power Strategy®: The Foundation, click here and enter your email address where prompted.