

HC CONCEPT

PLAN & MARKETING STRATEGY

**VIRTUAL REAL ESTATE
+ DIGI PRODS**

THE
"FOLLOW
ALONG"
EXPERIENCE

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THE GARDEN

THE NICHE & THE NEED

In this digital era we are seeing people become more active in self care practices by using digital planners. Our niche allows us to provide an entirely new experience and product to a spiritually inclined community actively seeking self-development, providing them with structured tools to elevate the act of watching readings beyond mere observation.



CURRENT MARKET OFFERINGS

When it comes to the product being tied to the creator or a bigger purpose, that's something you don't see in the top selling digital planners. We provide a new method of healing (8Phasing™) with the lunar cycle while also giving a unique "follow along" experience for the spiritual community, with a portion of each event ticket secured going towards the "Home Pot" Fund meant to give the collective donations for life expenses. This, as well as our "Virtual To Reality" Objective + "Help Is @ Home" Campaign, gives each supporter something to truly be a part of and benefit from as we all grow together.



CONCEPT DEVELOPMENT

The Garden serves as the nexus, seamlessly merging the collective with a digital planning experience for the lunar cycles. This dynamic combination of product and community engagement allows one to be more intentional about the readings they watch for spiritual guidance. With the help of The Garden Hosts promoting this virtual venue we will be able to help an exponential amount of faces in the collective.



DESIGN IDEATION

Everyone is able to provide structure and modify their journey as they see fit when using the lifetime mentor "homes", digital products, and focus templates curated for the lunar cycles. Our planners work perfectly with the well known apps that all have the "synch voice with notes" feature for enhanced planning during the "listen" and "track" steps within The "Follow Along" Experience.



MARKETING | PROMOTION | LAUNCH

Through the "Help Is @ Home" Campaign many are called to claim or build a home in The Garden. To claim a home as mentee means to have the house medium as your personal mentor in order to create a more in depth "follow along" experience as you work through your guide. Claiming a home as a Garden Host means you are a part of our ambassador program. Building a home allows many businesses and creators to promote on the map of The Garden.

A lifetime home (free mentorship) in The Garden is included with each guide as a promotion to guarantee a well-rounded journey. These virtual homes are pay what you can, all proceeds go towards the "Home Pot" Fund. Through this campaign and lifetime promotion we aim to produce generational vitality!

The launch will be carried out by The Garden Hosts sharing their experience with the house medium, letting their collective know that "Help Is @ Home" and their personal reader is now doing live events in The Garden, offering mentoring and digital lunar products for all to benefit.





EVENT BREAKDOWN

We created a 4 week tour rotation for the house medium and broke it down into 16 events (homes). You have one home to begin, secure additional homes upon approval.

8:88	MAX CAPACITY	POTENTIAL EARNINGS
<p>GOLD HOST 1 HOME \$100 MAX OUT BONUS</p>	130	\$1,123
<p>PLATINUM HOST 2 HOMES \$250 MAX OUT BONUS</p>	260	\$2,246
<p>DIAMOND HOST 3 HOMES \$450 MAX OUT BONUS</p>	390	\$3,369
<p>MASTER HOST 4+ HOMES \$750 MAX OUT BONUS</p>	520	\$4,492

HOST RANK

The Gold, Platinum, Diamond, & Master rankings reflect the amount of homes you are able to secure. When you max out a home you will rank up and be approved to expand.

BONUS

Additional revenue secured by maxing out your home(s).

MAX CAPACITY

The maximum amount of tickets/readings available for you to sell to your collective.

POTENTIAL EARNINGS

What your 20% commission could look like. These are not actual payout numbers, this is only an estimate based on our data. This estimated earning potential does not include the bonus or your digital product potential earnings, add that on top of the 20%!



PARTNERSHIP OFFERS

Help us promote our virtual venue, "homes", and our digital products!

OFFERS

A meeting with the house medium, Shay Shantell.

Spiritual interpretations are given in order for you to receive guidance from your spiritual team.

The "Follow Along" Experience

All digital products + the readings needed to have TFAE.

Digital Product & "Home"

Compensation;

20% of the entire purchase made by the customer using your link. This includes any product on the site + the tickets purchased from your "home" for live readings from the house medium.

REQUIREMENTS

There are no requirements or terms for this offer.

We would like to gift all potential partners with the spiritual services we offer in The Garden.

Product review via 2 minute video + promotion of the live events for our virtual venue.

Certain terms will depend on which social network you use, your content type, the amount of events you have committed to, etc.