

# The Rules Have Changed

A NEW DIRECTION IN DOING MORE WITH LESS.

Action is the real measure of intelligence.

Napoleon Hill

PROGRESSIVELY ENGINEERED FUNDRAISING CAMPAIGNS

*Many fine things can be done in a day if you don't always make that day tomorrow.*

- Winston Churchill

## Introduction

Time To Stop The Pain's "Progressively Engineered Fundraising Campaign" is fortified on a solid and proven vendor marketing plan that increases Time To Stop The Pain's opportunities to sell, and raise more funds (commissions) for a nonprofit organization that we are working for.

### What Makes Us Different?

- ✓ We advertise and promote our participation to our customer base (pg. 5).
- ✓ We advertise locally an incentive for people to stop by and visit us (pg. 15).
- ✓ Our program builds referrals and you EARN additional commissions (pg. 13).

In today's economy and as competition heats up for your donors' dollars and attention, you need a dynamic presence in the contemporary, technology-rich, nonprofit marketplace. Time To Stop The Pain acknowledges that a well-designed event will produce a continuous flow of funding well after the event has taken place! It can be a reality when properly planned and prepared for, and as a participating vendor, we have a proven program that we employ that achieves those objectives.

Time To Stop The Pain's participation in fundraising events takes into account that marketing and successfully selling our product requires an accredited plan that will produce positive and lasting results. We are committed to giving organizations and individuals the best-personalized service in order to maximize their fundraising potential today and in the future.

## Indemnification

Time To Stop The Pain's nor its agents participating as a vendor under the "Progressively Engineered Fundraising Campaign" does not constitute or create a contract or an agent relationship between Time To Stop The Pain and the nonprofit organization hosting, managing or sponsoring an event to raise funds. Time To Stop The Pain agrees to be solely responsible for any costs, claims, damages and expenses incurred as a result of participation in any event as a vendor. Time To Stop The Pain also understand and agree that participation is at our own risk and accept such risk as our sole responsibility.

Therefore, in the event of any loss or injury sustained from participating in the aforementioned event, Time To Stop The Pain and all of its participating members, employees, representatives and/or volunteers, agree to release, indemnify and hold harmless the promoter, the nonprofit organization, or any other entities hosting or sponsoring an event that Time To Stop The Pain is participating as a vendor. Furthermore, Time To Stop The Pain participation in an event does not create or imply an endorsement by Time To Stop The Pain, its agents or employees.

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A Member of the NAR (North American Retail) Association  
Property and Casualty Insurance in all 50 states and D.C.

**CAPITOL INDEMNITY CORPORATION**

**COMMERCIAL GENERAL LIABILITY**  
Product Completed Operations \$3,000,000  
Damage To Rented Premises \$100,000  
General Aggregate \$3,000,000  
Each Occurrence \$1,000,000  
Personal Injury \$1,000,000

## **Insights Into What We Offer And How We May Help Your Organization.**

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**“Many fine things can be done in a day  
if you don't always make that day tomorrow”  
- Winston Churchill**



## How Can We Advance Your Fundraising Event?

We believe a successful fundraising event is like growing a fruit tree.  
"Plant a seed once and it will continue to bear fruit!"

**We believe an event should produce a continuous flow of funds well after the event has taken place!**

We're proud to announce our unique solution, the "Progressively Engineered Fundraising Campaign." Time To Stop The Pain has built its business on delivering quality products, over-delivery on service and unequalled customer follow-up for the past 12 years. We treat and respect our customers as people and not just another sale and it's reflected in our continued growth.



### What does that mean to you?

We are more than just a vendor who participates in an event, sell their products and then off to attend another event. We see each event as a future source of revenue for organizations and our company. We are committed to giving organizations and individuals the best-personalized service in order to maximize their fundraising potential today and in the future.

Developed in 2008, to assist nonprofit organizations in planning cost-effective, high-quality events, Time To Stop The Pain has dramatically expanded its client base and capabilities. While continuing to serve the local nonprofit community, we have diversified our client portfolio to include national corporations and associations.

Time To Stop The Pain applies its years of experience to bring the best mix of our time-tested strategies and creative skills to open new opportunities for customer involvement and expanding the demographic reach of our clients.

### Keep It Going - Keep People Talking Is Continued Success!

To achieve a successful fundraising event you will need to create awareness and excitement for your fundraising event that is ongoing. The bigger the crowd of people you attract for your fundraiser, the greater amounts of money that will be raised.

From health fairs to in-house seminars, home parties or small gatherings of friends, Time To Stop The Pain Fundraising model provides a full suite of integrated-fundraising services uniquely tailored to each of our clients.

**We believe an event should produce a continuous flow of funds well after the event has taken place!**

*"Knowing is not enough; we must apply.  
Willing is not enough; we must do."  
Johann Wolfgang von Goethe*



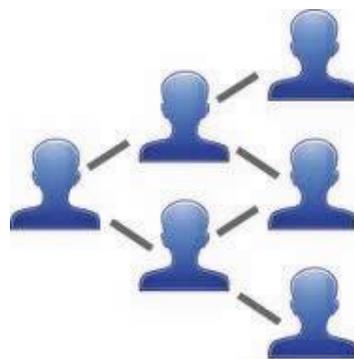
## Our Product Inspires Desire

Time To Stop The Pain manufactures its own collection of “Natural Earth Ion Gemstone Body Wear” and controls every element in the design, production, and marketing to ensure consistency no matter where our products are showcased.

Time To Stop The Pain has provided thousands of customers across the country with a unrivaled collection of handcrafted “Natural Earth Ion Gemstone Body Wear” that is beyond unique, inspiring, and breath taking. Our collection of handcrafted necklaces, bracelets and body wraps are more than just practical, they are incredibly stunning and alluring. In addition, they provide a healthy influence on the body that is 100% satisfaction guaranteed.

## Healthy To Wear

Our jewelry is an art of passionate creation that promotes greater health and wellbeing along with fashion for the discerning customer. Each piece is individually handcrafted using “A grade” Natural Earth Ion Gemstones and semi-precious gemstones to create a distinctive combination of color and style. When you are looking for style and beauty that is bold and unique, our masterpieces are designed for the discerning buyer who demands quality and perfection.



We have over 9,000 satisfied customers who rave about our products and the health benefits they received by wearing our Natural Earth Ion Body Wear – and that is just one of the many reasons our customers have to talk about, and they do! They understand that investing in their health by wearing Natural Earth Ion Gemstone Body Wear is the best investment they or anyone can make with the greatest return - Life and Health.

## We Promote 100% Satisfaction

We fully guarantee each piece in our collection for quality and complete satisfaction or we’ll refund the customer’s purchase without any questions. Our customers have twelve weeks to try our “Natural Earth Ion Gemstone Body Wear” and if they are not 100% satisfied with **their results**, they will receive a prompt and courteous refund.

## Lifetime Repairs

Our customers buy with the confidence that their investment will provide them with years of value and benefits, and it will. If a customer breaks their Natural Earth Ion Gemstone Body Wear we provide lifetime repairs at no additional cost to the customer: outside of the postage to send and return shipping.

“Action is the real measure of intelligence.”

Napoleon Hill



## Our Service of 100% Satisfaction

Our belief is that a sound business foundation starts with absolute customer satisfaction, exceeding expectation in delivery of value and service, and appreciating that customers are the real assets of a company and its future. And then add the secret ingredient, providing the customer with the experience of being sincerely appreciated.

Time To Stop The Pain is **NOT** a multi-level marketing company where a company culture is absent. We have developed a national network of authorized dealers who are well informed and have taken a pledge to represent Time To Stop The Pain's standards of distinction and excellence. Our business model is simple and has tested positive for extended benefits and creating word-of-mouth referrals. That is the cornerstone of our success.



### Here's how it works:

#### ➤ **100% Satisfaction Policy – No Questions Asked:**

When a sale is made the customer has 12 weeks to evaluate our product. At the end of the 12 weeks, if they are not 100% satisfied with their results, they can request a 100% refund without any questions.

#### ➤ **Over Delivery In Value – Continue to Give Value:**

Each customer receives a copy of "The Secrets To Living Longer" workbook that guides them through simple steps to create a stronger foundation for health. Each month they receive another Chapter to insert into their workbook.

#### ➤ **Friendly Follow Up – A Culture of Caring:**

Each customer receives our weekly e-newsletter that explains the uses of the product they purchased. Each issue includes tips, guides and support to help them gain the most from their purchase.

#### ➤ **Professional & Friendly Support – Building Relationships, One at a Time:**

Each customer receives free access to our online Research and Support Center, a social media web site where they can connect with other members, share their stories, tips, and join ongoing discussion groups. Social media are online communities that are changing the way businesses grow their business.

One effective way to leverage the power of social media is through consumer recommendations. No wonder so many nonprofits are going online to broaden their supporter base and raise more money. We create those recommendations through our “Valve and Service Policy” and your organization can benefit from our continued success – **our customers and your donors**.

“Wisdom is knowing what to do next,  
skill is knowing how to do it, and virtue is doing it.”  
- David Starr Jordan



## The Referrals

When you combine our distinctive handcrafted and one-of-a-kind jewelry with a practice of providing superior customer service and support, it encourages our customer to “talk and refer” their friends and family to our company and products. That is when you have a solid recipe for repeat business and growth. Our success can benefit your organization well after a fundraising event through our “Progressively Engineered Fundraising Campaign” model.

**Why?** Because our customers continue to refer their friends, co-workers, and family to our company and products for many years after their first purchase.

On average, 60% of Time To Stop The Pain’s customers will purchase additional product within six months of their first purchase and over 40% of our customers will refer an average of two people to our product line within one year.



### The Growth Factor - Increased Funding

New research by J. Andrew Petersen, assistant professor of marketing and assistant director for the Center for Integrated Marketing and Sales, indicates that companies can get the most benefit by using social channels to drive referrals.

“Word-of-mouth and referral marketing are extremely interesting topics to most B2C firms right now, given the rise of social networking among consumers,” Petersen said. “I think the appeal is how fast word can move through a social network and create enormous value.” One effective way to leverage the power of social networking is through consumer recommendations. “Your most valuable customers are often those who make regular referrals,” he said. Here’s why:

The Multiplier Effect: The customers who purchases from a referral are more likely to make referrals than customers who purchase as a result of traditional marketing channels.

Long Term Value: Referred customers tend to be more satisfied, buy more and stay longer with the company. “The referring customer usually doesn’t want to recommend a friend to purchase unless it’s likely that the friend will find the product useful.”

Petersen studied the value of a single customer referral by looking at both direct (those referred by the original customer) and indirect (those referred by the referred customers) referrals. “The value quickly grew exponentially,” he said.

“You can quickly see how if I refer two people and those two people refer two people and so on, it could lead to a lot of contacts.

“Never mistake knowledge for wisdom. One helps you  
make a living; the other helps you make a life.”

- Sandra Carey



# Our Progressively Engineered Revenue System

## How Will Your Organization Benefit?

When a customer makes a purchase during your sponsored event, those customers are coded to your organization.

This means that we know who referred that customer, which would be your organization.

Your organization will benefit from our sales during the event and any future sales from customers who are coded to you as a referral.



## It Is Simple – It Is Fail Proof!

- At the time of your event, your organization will earn commission on the gross amount of sales less sales tax and/or shipping.
- The customer receives their purchase and is mailed a copy of "The Secrets of Living Longer" and information about their online membership (our own social media web site) and instructions of how they could earn bonus points by referring people to us.
- Any additional purchases the customer makes through our web site, or calls in, your organization will earn a commission on those future sales.
- When a customer refers a friend or family to our web site and they purchase any of our products, the referring customer will earn bonus points and your organization will earn a commission on the referred sale. And the process again with the new referred customer.

## To State The Fact Again - Our Customers Refer Their Friends!

When was the last time you purchased a product that over-delivered in quality, service and follow up? I bet you shared that experience with your friends, co-workers, and family - we all do when we are 100% satisfied and impressed with the product or service we received!

Time To Stop The Pain has built its business on delivering quality products, service and follow up for the past 12 years. We treat and respect our customers as people, not just a number and another sale.

Our customers do refer their friends and family to us. On average, 60% of Time To Stop The Pain customers will purchase additional product within six months of their first purchase and over 40% of our customers will refer an average of two people to our product line within one year.

*“The life of a man consists not in seeing visions and in dreaming dreams,  
but in active charity and in willing service”*

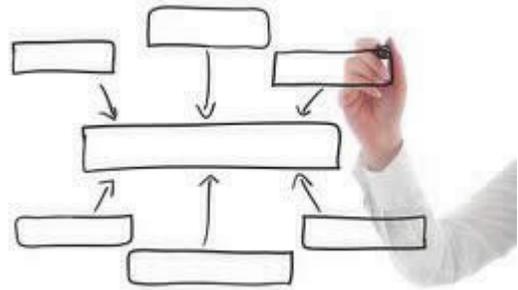
*- Henry Wadsworth Longfellow*



## Pre-Event Marketing Strategy

Most vendors don't see the need or the value in pre-show marketing. We do understand the impact that pre-show marketing and advertising has on success, and we take it very seriously. As a matter of fact, many vendors think it's someone else's job (event management) to bring prospects to their event and they do nothing to assist in the advancement of the event's success.

We believe that 15-25% of our sales should be developed through our own pre-show marketing efforts. This is the reason we plan our participation in shows well in advance of the show date. This gives us time to get our existing customers and prospects involved!



Our pre-show campaign often has two target categories to contend with.

- One is an “Awareness” component, where the objective is to raise the awareness levels of our existing customers within a 50-mile radius of the event and we invite them to stop by and visit with us. We do this by email, direct mailing and telephone.
- Another category is the “Perfect Prospects” component. These are the prospects that we can target and quantify and rejoice when they show up. This is achieved through our existing customers’ word-of-mouth referrals – they spread the word that we will be in town and at your location and invite their friends to visit us.

About two months prior to subsequent planned event dates, we contact our customer base (above) and make them aware that we will be in town again.



We will run advertisements in local newspapers, online ads, flyers and other cost-effective venues to announce our participation.

We do not ask our existing customers or prospects to come and buy something. We involve their ego. We ask them to come to evaluate or give us feedback on certain elements of our products. We find that most prospects are more likely to come to help. When they do come to help, we reward them for their time and effort with a nice gift.

### Our Web Site – and Mailing List

We post your event on our web site show schedule. We also offer a ‘Show Special’ that existing customers and prospects can receive if they bring a coupon or other certificate that has been downloaded from our web site and printed.

Timing is everything to advance the success of our participation in your event, and having enough time to complete the promotional tasks requires time.



## Qualification

Since part of our program involves cultivating and leading our existing and new customers to donate to a charity that we support, we are extremely meticulous in evaluating a nonprofit to work with, simply because it is difficult to evaluate a charity.



The typical markers of quality that we look for include how many people a charity serves, any awards received, and whether the charity is treating the symptoms of a social need or addressing its root causes.

### Charities We Support

- First Book
- Give Kids the World
- Save the Children
- The Make-a-Wish Foundation
- Partnership for a Drug-Free America
- Shriners Hospitals for Children
- Special Olympics
- American Cancer Society
- ALS Association Research
- Children's Diabetes Foundation
- Alzheimer's Foundation
- Voices For Children

However, we discovered that looking for hard and fast statistical measurements to guide our decisions to participate and promote are typically left with measuring "efficiency." That usually breaks down to looking at a nonprofit's "Form 990" to make sure that most of its funds go to run its programs rather than overhead (indirect costs).

Just depending on "efficiency" sometimes results in some very fine nonprofits being graded lower than they probably deserve due to anomalies in their financials for a particular period of time, or simply because a one-size-fits-all method just doesn't work for some organizations. We evaluate each charity on its own merits and mission.

We encourage our members to be an advocate for their favorite charities and refer them to GuideStar, a web site where people who have firsthand knowledge of a charity as board members, volunteers, donors, recipients of services, can tell others about their experiences with the organization. Customer reviews give nonprofits valuable feedback on their experience. They also can help an organization's bottom line.

A positive review could reach thousands of grant-makers once it's posted to the organization's GuideStar profile. The reviews will show up on both GuideStar and GreatNonprofits, the web site that makes it possible to write and post reviews. Grant-makers are more likely to support organizations that can demonstrate the real-world impact of their work, and reviews are one of the best ways for a nonprofit to show these valuable results.

When Time To Stop The Pain participates in a nonprofit as a vendor, event planner, or as a donor, we take caution to align ourselves with charities that is making a difference in people's lives. Time To Stop The Pain does not endorse any specific nonprofit, we do encourage our customers to be proactive in supporting a charity of their interest.

“ No longer talk at all about the kind of man  
a good man ought to be, but be such. ”  
- Marcus Aurelius Antoninus



## The Scheduling Process

It all comes down to logistic management and promotional campaigns, and they both require planning and time to gain the most from our, and your, efforts.

Although we have established a national network of Time To Stop The Pain dealers and spokes models, scheduling our resources is an art of getting the right people and equipment to the right location on time.



## Cultivating A Local Customer Base

When we consider participating in an event, we particularly consider how many times over a period of time that we will return to that area to augment our efforts in building and cultivating that local customer base. We've discovered that returning to an area every three months is ideal in building a strong local following of customers, and provides a larger window to effectively promote and position ourselves in a marketplace.

Typically we schedule a minimum of two days at an event due to the expense of pre-show promotional advertising, marketing and staffing that is required. We prefer weekend shows, Friday, Saturday, and Sunday. However, depending on the location, type of event, timing, and seasonal factors, we are flexible enough to adapt to many scenarios.

The greatest factors we must determine and identify are:

- Ample time to create public awareness of our participation.
- Logistics and management of the resources required.
- Local participation ("Perfect Prospect") component.

When you are considering scheduling us for an event, please allow a minimum of a three-month window so we can accomplish the task outlined above. Special circumstances are considered on a special needs basis, however, timing is always a key in effective pre-show marketing strategies, and timing will be the lead-factor in our participation in an event.

When considering our "Keynote Speaking Engagement" program, please contact us for additional insights and prerequisites of our program.

We reserve the right to cancel, modify, or adjust our schedule for subsequent events, and the same is afforded to the event's organization.

"Christmas gift suggestions: To your enemy, forgiveness.  
To an opponent, tolerance. To a friend, your heart.  
To a customer, service. To all, charity.  
To every child, a good example. To yourself, respect."  
- Oren Arnold



## What's The Bottom Line?

An organization ultimate success or health can and should be measured not just by the traditional financial bottom line, but also by its social/ethical and environmental performance.

Our “Progressively Engineered Fundraising Campaign” is NOT any sort of Multi-Level Marketing (MLM) or distributorship program. It is designed to maximize Time To Stop The Pain efforts and profitability and reward those organizations that provide us the opportunity to introduce our product and service to a community.



The potential for an organization to gain increased funding (percentage of sales) is dramatically expanded over time. The longer we cultivate a local marketplace, the greater the awareness of our activities and the greater amount of customers will be realized through those activities. The bottom line is the bigger the customer base we cultivate the greater amounts of money that will be raised for your organization. An organization is rewarded by future sales from the original customer who are coded to the organization and referral sales made by those customers.

## The Potential Is Real

As an example for a comparative study, let's say during our participation in your event that we sell \$10,000 of our main product creating 50 new customers with an average sale \$200.

Your organization's commission/funding equals:  $\$10,000 \times 20\% = \mathbf{\$ 2,000}$

On average, 60% of our customers (50 new customers X 60% = 30 additional sales) will purchase additional products within six months (average sale \$125 x's 30 sales = \$3,750):

Your organization's commission/funding equals:  $\$ 3,750 \times 10\% = \mathbf{\$ 375}$

On average 40% of our customers (50 new customer X 40% = 20 new customers) will refer two people within one year with an average sale of \$245. That is an additional 40 sales (20 new customer X 2 = 40 referred sales) at an average of \$245 for a total of \$9,800.

Your organization's commission/funding equals:  $\$ 9,800 \times 10\% = \mathbf{\$ 980}$

From one event over a period of one year, the potential gross amount of sales (in our example), could be \$23,550 or more in combined sales, and that is only the first level of earning potential. A potential of **\$3,355** in funding from just one event, and add more events increases the potential of funding even more.

“If you only do what you know you can do,  
you never do very much.”  
- Tom Krause



## **Additional Services We Provide**

### **Vendor Participation:**

We can showcase a complete line of Natural Earth Ion Gemstone Body Wear or a presentation of our product line to small private gatherings. Although we prefer an indoor event, we are equipped for an outdoor event, day or night.

### **Mini-Seminars - Demonstrations**

Our motivational seminar is realistic, unique and revolutionary and delivers high content, personalized presentations and workshops for both small and large gatherings.

Our seminars can address management groups, business owners, companies, professional associations, or the general population, which never fail to bring smiles to people's faces and our primary goal is client and audience satisfaction. Our seminars deliver powerful substance and practical knowledge that can be put to immediate use in daily life to create a profoundly successful, prosperous and deeply fulfilling life.

When you are seeking ways to increase your funding activities without increasing the demand on your time, or pocketbook, contact us and let us develop a program that will meet and exceed your expectations.



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## Contact Information

Are we reachable when you have a question?

Let me first share a story with you.

A sweet grandmother telephoned St. Joseph's Hospital. She timidly asked, "Is it possible to speak to someone who can tell me how a patient is doing?"

The operator said, "I'll be glad to help, dear. What's the name and room number of the patient?"

The grandmother in her weak, tremulous voice said,

**"Norma Findlay, Room 302."**

The operator replied, "Let me put you on hold while I check with the nurse's station for that room." After a few minutes, the operator returned to the phone and said, "I have good news. Her nurse just told me that Norma is doing well. Her blood pressure is fine; her blood work just came back normal, and her physician, Dr. Cohen, has scheduled her to be discharged tomorrow."

The grandmother said, "Thank you. That's wonderful. I was so worried. God bless you for the good news."

The operator replied, "You're more than welcome.

Is **Norma** your daughter?"

The grandmother said, "No, I'm **Norma Findlay in Room 302**. No one tells me nothing!"

**Yes, we are reachable without resorting to other means to get your questions answered.**

