



THiNKaha
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

408-257-3000
<http://thinkaha.com>

Thought Leadership Coaching/Mentoring Agreement

Appendix A:

Thought Leadership Mentoring Activities

Description	\$5k/Qtr *	\$15k/Qtr *	\$30k/Qtr *
Thought Leadership Mentoring ** <i>(Including, but not limited to Strategic Planning, Developmental Editing and Marketing Coaching)</i>	3 1-hr sessions	6 1-hr sessions	12 1-hr sessions
Ghostwriting (to be defined based on need)		Included	Included
Strategic Consulting in either Social Media, Virtual Webinar Delivery, or Personal Branding		2 1-hr sessions	4 1-hr sessions
Either one 500-word Article (Blog) or 20 tweets (Twitter) per week			Included
Introduction to industry contacts and relationships	Included	Included	Included
Suggested THiNKaha Books Created <i>(based on Client following through on their deliverables)</i>	2/year	1/qtr	1-3/qtr

* This is a 10% discount for paying the year in advance.

** Note: For groups of 2-5, please double the quarterly fee. We will collectively define the boundaries and deliverables.

Book Production and Distribution

Description	Details
Project Management	Included
Book Cover & Jacket Design	Included
Copy Editing and Proof Reading	Included
Page Layout	Included
e-Book (PDF, Amazon Kindle, iPad, Kobo, B&N Nook, etc.)	Included
Approximate Time to Market once the Manuscript is Received	1-2 Months
e-Commerce Engine through Happy About & THiNKaha websites	Included
Distribution through the Book Channel: Amazon, Baker and Taylor, Ingram	Included
Distribution through the THiNKaha iPhone App	Included