



THiNKaha  
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## 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 Thought Leadership Blueprint Creation, Strategic Planning, Developmental Editing, Marketing Coaching, etc.)</i>	~8 hours	~21 hours	~42 hours
Ghostwriting Support <i>(to be defined based on need ~\$4k value/THiNKaha book)</i>		Included	Included
Strategic Consulting <i>(including, but not limited to Social Media, Virtual Webinar Delivery, Personal Branding, etc.)</i>	~2 hours	~5 hours	~10 hours
Either two 500-word Articles (Blog) or 60 tweets (plus retweets) per month <i>(~\$1.6k value)</i>			Included
Introduction to Industry Contacts and Relationships <i>(priceless)</i>	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.

### *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

\*\* There is a discounted incremental cost of \$2,000 (normally \$2,500) to publish a THiNKaha book.