

# M.A.P. UNIVERSITY

## Senior Executive Advisors



**M.A.P. UNIVERSITY**  
Mindset Attitude Possibility (Your M.A.P to Success)  
*Think Big, Play Big, Give Big!*

**Entrepreneurship, Marketing, Public Relations,  
Brand Awareness and Social Media Conversion Solutions**

# Overview:



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## Accelerated Business Development, Brand Awareness and ROI Solutions

This proposal details marketing, public relations, brand awareness and social media conversion solutions that can be provided through M.A.P. University.

### Key Needs Addressed by Proposal:

1. Business development, marketing, branding and public relations advisory services
2. Online viral marketing campaign
3. Social media campaign
4. Media public relations campaign
5. Viral video marketing campaign
6. Copywriting services
7. Joint-venture marketing campaign



### Seven Reasons More Companies Choose M.A.P. UNIVERSITY

1. Delivers one of the most comprehensive, fully-integrated business development and marketing programs in the industry.
2. Increases your productivity by handling technical, complex and time consuming functions, which provides you more free time.
3. The MAP University integrated model offers you a higher return on investment and improved odds for long-term success compared to other marketing programs.
4. Provides you with a comprehensive sustaining support system which includes one-on-one guidance from industry experts and over 1,000 resources and accelerators.
5. Saves you tens-of-thousands of dollars and hundreds of hours in research and implementation time.
6. Provides you with cutting-edge strategies, best-practices taught by industry leaders, and highly-effective marketing systems to generate more sales and income.
7. Equips you with the proper coaching, planning, training, tools, and partnerships to become more profitable, stable, and better manage growth.



# Alexander Alperovich

MAP University Project Team Leader



**Alexander Alperovich**  
Founder and President  
Baltimore, MD Office

Alexander Alperovich is Founder of *M.A.P. University* and President of *MAP Alliance, LLC*. He also Founder and CEO of the *Immigrant Success Network* (“ISN”). ISN and M.A.P. University is a leadership organization that empowers entrepreneurs and the global immigrant community with quality education, tools, resources, and relationships to improve their personal and professional lives. ISN’s and M.A.P. University’s mission is to become the leading support community for entrepreneurs and immigrants worldwide. Alexander is a **Business Development COORDINATOR** and **Connection Expert**. He can help you to build a **Foundation** through his **Profitable Business Owner Program** and also **Build YOUR Team, Find Hidden Asset** in your Business, and **bring you Connection and Resources** you need. Over the past decade, Alexander has enjoyed success in a number of areas, including real estate, business consulting, and most recently co-authoring the #1 best-selling book series, *Wake Up... Live the Life You Love: Finding Personal Freedom* with Mark Victor Hansen and Wayne Dyer.

## Areas of Expertise:

- Online Marketing
- Social Media
- Immigrant Marketing



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# WILLIAM R. PATTERSON



## MAP University Project Team Leader



**William R. Patterson**  
Washington, DC Office

**William R. Patterson** is CEO of The Baron Solution Group, an industry leading executive coaching and consulting firm. The Baron Solution Group was named one of the Top 100 Women and Minority Businesses in the Mid-Atlantic region by the University of Maryland and the Center for Business Inclusion and Diversity in 2009. William is also Chairman and CEO of The Warcoffer Capital Group, LLC ("WCG"). He leads WCG's corporate strategy and development consulting efforts.

William is an internationally recognized business and wealth coach who runs over 30 websites, has written over 250 articles, created over 150 products and has been a featured guest on over 500 television and radio programs. He is a business and financial expert for CBS and XM Satellite Radio. He delivers solutions to millions worldwide — from individual investors and small business owners to corporate boards and CEOs.

William is winner of 12 web awards for excellence including: Best Business Advice Site; Best Wealth-Building Site; Best Author; and Best Speaker and Lecturer. His wins are the result of 650,000 votes cast from over 130 countries.

### Areas of Expertise:

- Accessing Capital and Fundraising
- Corporate Structure and Board Organization
- CEO Value Creation Agenda
- Pre and Post-merger Integration
- Private Equity
- Growth, Competitive Advantage, and Strategy
- Process Development and Implementation
- Asset Productivity
- Online, Viral Marketing and Social Media Campaigns
- Technology and Communications
- Shareholder Value Management
- Restructuring and Cost Reduction Programs
- Organizational Effectiveness
- Program Risk Management
- Business Transformation
- New Business, Product, and Service Development

# Business and Financial Media Experts

MAP University Team Leaders Have Been Featured by Hundreds of Media Outlets Including:

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The New York Times



Entrepreneur



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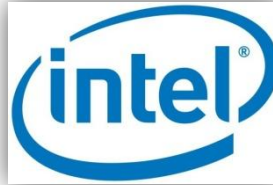
# Partial International Client List

MAP University Team Leaders Have Worked With Top Organizations



World Bank Group

Goldman Sachs



NASDAQ®



Morgan Stanley



Comptroller of the Currency  
Administrator of National Banks  
US Department of the Treasury

BCG

THE BOSTON CONSULTING GROUP



AVON  
the company for women

Amway

MARY KAY



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## Sample Marketing Campaign Business Services



# Advisory Services

Business Development, Marketing, Branding and PR

## Included Services

One-on-one coaching by phone and web conferencing on your:

- Business Systems
- Product and Service Line
- Marketing Materials, Branding and Positioning Strategy
- Roadmap and Implementation Plan
- Optimization, Automation and Exit Strategy



## Outcome and Benefits

- Immediately start and grow your business the *right way*
- Create predictable residual income streams that are difficult for competitors to duplicate
- Increase new memberships, repeat business and referrals
- Increase your revenue generated per customer
- Develop an automated, low cost system for marketing and promotion
- Create a constant stream of revenue from products and services cross-marketed through joint-venture programs
- Develop a business model that will attract investors



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# Online Viral Marketing Campaign

Saves You 4-6 Months of Work and Over \$5,000

## Included Services

1. Identify the most popular keywords for your niche
2. Provide guidance regarding “on-page” search engine optimization of the top five pages on your website
3. Create an Alexa rank lower than 300,000 for your website
4. Set up an internet radio show to be hosted by client
5. Set up podcast and provide instructions for maximizing distribution
6. Create branded newsletter template for email service of client’s choosing (**monthly email service fees are paid by client**)
7. Submit your website to over 100 directories
8. Set up RSS Feeds and Web 2.0 widgets for use on blogs and social media websites

## Outcome and Benefits

1. Increased brand awareness
2. Increased referrals
3. Website traffic growth
4. Membership conversion and growth

## Viral Marketing



## Measures of Success

1. Website traffic
2. Website referrals
3. Website backlinks
4. Number of membership conversions



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# Social Media Campaign

Saves You 18-24 Months of Work and Over \$7,500

## Included Services

1. Create branded profiles on the top 10 social media and niche music sites.
2. Set up central hub to update all social media sites in one fell swoop.
3. Develop incentive and viral marketing campaigns to attract at least ten thousand targeted friends and followers to your social media profiles.
4. Drive targeted traffic from social media sites to your website
5. Plan and manage Facebook and YouTube advertising campaign

## Outcome and Benefits

1. Increased brand awareness
2. Increased referrals
3. Website traffic growth
4. Membership conversion and growth



facebook

twitter

## Measures of Success

1. Total number of friends and followers accumulated on each site
2. Engagement of friends and followers with social media pages (i.e. comments, ratings, subscriptions, etc.)
3. Amount of traffic from social media profiles to your website
4. Conversion rate of traffic from social media sites



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# Media Public Relations Campaign

Saves You 8-12 Months of Work and Over \$3,500

## Services Included:

1. Press Release Campaign – Includes creation and distribution of numerous search engine optimized press releases to more than 100,000 opt-in journalists
2. At least ten AM, FM, satellite or cable radio interviews
3. At least ten internet radio interviews
4. Drafting of a compelling one-page interview sheet to help you attract more media interviews
5. Creation of an online media room for your website



## Outcome and Benefits

1. Increased brand awareness
2. Increased referrals
3. Website traffic growth
4. Membership offer conversion and growth

## Measures of Success

1. Amount of interviews booked
2. Audience size of each station
3. Increase in website traffic from radio promotion
4. Number of membership conversions



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# Viral Video Marketing Campaign

Saves You 12-18 Months of Work and Over \$5,000

## Included Services:

1. Creation of one promotional video
2. Generate 50,000 views for your promotional video
3. Create video channel profiles and upload up to 10 other videos to 10 top video sharing and streaming sites
4. Generate 25 ratings and comments for up to three videos on YouTube.



## Outcome and Benefits

1. Increased brand awareness
2. Increased referrals
3. Website traffic growth
4. Membership offer conversion and growth

## Measures of Success

1. Conversion rate increase from promotional video on website
2. Engagement of viewers with your videos (i.e. comments, ratings, subscriptions, etc.)
3. Amount of traffic from video sharing sites
4. Conversion rate of traffic from video sharing sites



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# Copywriting Services

Saves You 45-60 Days of Work and Over \$2,500

## Services Included

1. Copywriting for homepage with optimized messaging for conversion, click-throughs and SEO
2. Copywriting for Sales Page
3. Script for Promotional Video

## Outcome and Benefits

1. Increased conversion rate for memberships
2. More targeted search engine traffic
3. Higher homepage click-through-rate
4. Users develop more positive feelings and a deeper connection to your brand



## Measures of Success

1. Number of membership signups
2. Homepage click-through-rate
3. Promotional views and seconds watched



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# Joint Venture Formation

Saves You 6-9 Months of Work and Over \$5,000

## Services Included:

1. Develop a JV proposal for music artist list owners
2. Identify and contact potential partners
3. Develop all advertising creative to be used by JV Partners for marketing
4. Set up affiliate program.



## Outcome and Benefits

1. Access to large groups of qualified prospects
2. Faster and increased conversion at lower cost due to endorsed offers from trusted sources

## Measures of Success

1. Number of joint-venture partners secured
2. Number of advertising impressions delivered by JV partners
3. Number of membership signups driven by JV partners



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# Value Added Services

Saves You 18-24 Months of Work and Over \$15,000

## Additional Value Added Services Also Available to Client:

1. Premium search engine optimization and link building services
2. Development of advertising creative
3. Affiliate program management
4. On-going email marketing campaign management
5. Development of education based marketing drip campaigns
6. Television PR campaigns
7. Television and radio media coaching and conversion strategies.



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