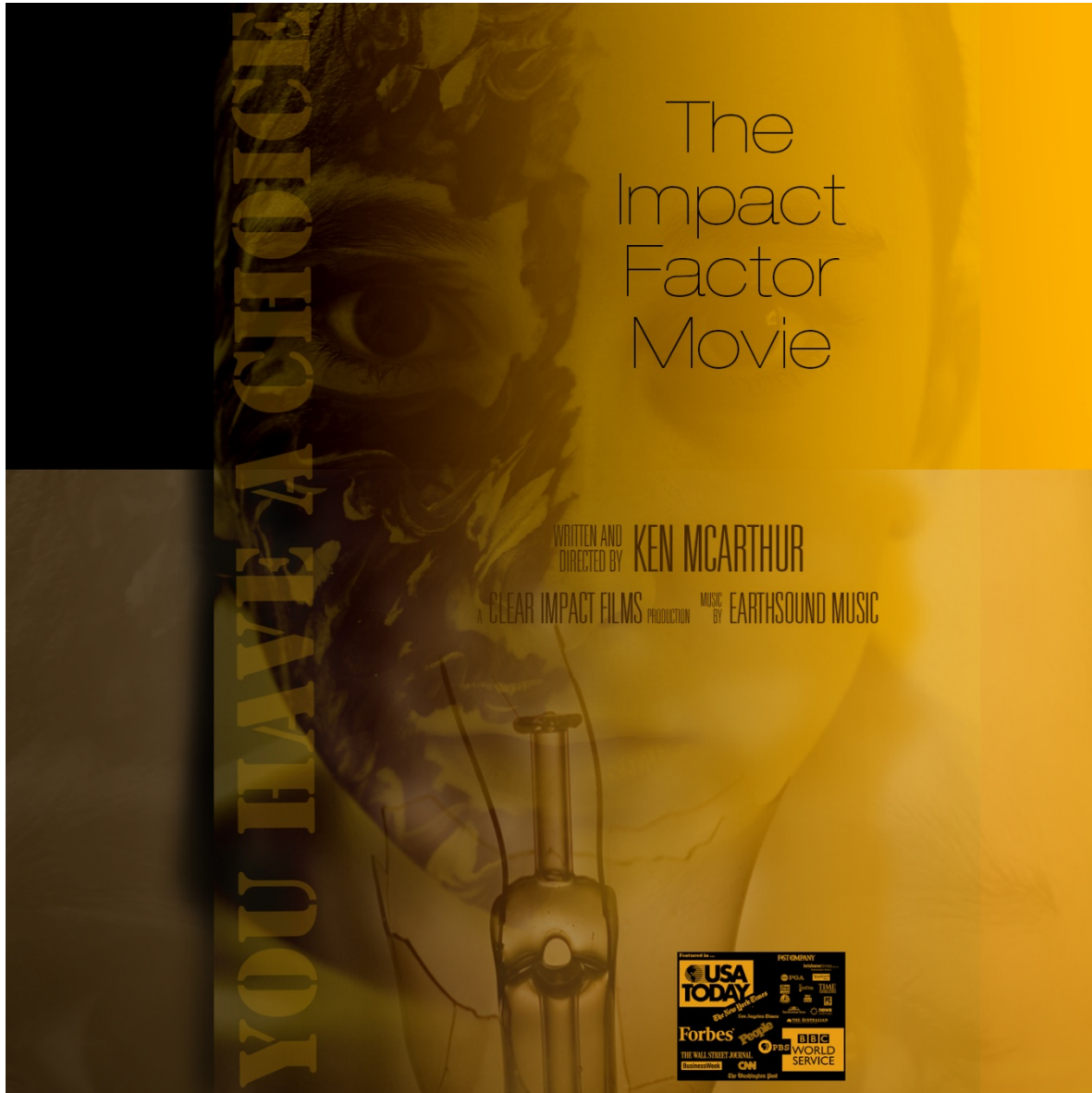


The Impact Factor Movie



Impact Action Plan Workshop

Case Study Participation Overview and Agreement

Introduction

The Impact Factor Movie Case-Study and Impact Action Plan Workshop Program Objectives

This document summarizes the benefits, schedule, and investment required to participate in Ken McArthur's The Impact Factor Movie Case-Study and Impact Action Plan Workshop Program.

The objective of this case study program is to inspire, motivate, educate and mentor you through the process of generating a highly engaged audience of passionate fans and to assist you as you develop your brand, message, websites, product offerings, client and customer base, systems and presence as a top-level leader in your industry while allowing you to reach the income levels that you need to grow your business and develop a mass audience of devoted fans and advocates, so you can make a real difference in this noisy world.

During your participation in this workshop and case-study program, we will help you focus, strategize and provide step-by-step coaching, during a live 2 day workshop and on-line training and support to assist you in creating the results you want and deserve and to reach millions with your ideas, products and services.

Working in this case-study group will be an interactive, intense, fulfilling, “out-of-the-box,” productive, exciting results-oriented, focused, supportive and fun experience. You’ll gain a greater sense of purpose, focus and direction. You’ll develop a specific plan of action. And, you will learn to take specific, consistent action on things that are most important to you... every day.

You are in charge. Bring your biggest personal and professional challenges, opportunities and dreams. Bring an open mind. Focus. Be ready to take your life and your business to the next level of results, joy and fulfillment.

If you are chosen to be a featured case study you must be ready to ...

- Attend a special two-day intimate workshop that will teach you the Impact Action System for creating an audience of millions for your ideas, products and services.
- Create your own Action Plan live at the event.
- Put that Action Plan into proactive action all the way to completion over a 90 day period.
- Agree to have your success story featured in my brand new book and feature length movie.

This powerful feature length documentary film is about how we all make a difference -- whether we want to or not -- and how to leverage art, science and technology to have an even greater impact.

The Impact Factor Movie uses powerful stories to show the strategies, tactics and systems for maximizing your impact and how those principles can create exponential impact in a noisy world.

Using vibrant, visual impact this remarkable movie tells the stories of people from all walks of life who are having an impact right now and how they reach millions with their ideas, products and services.

The movie features amazing people from all types of experiences, backgrounds, belief systems and levels of success telling their stories of impact. Some of the people you will recognize instantly, others you've never heard of, but will never forget once you've seen their impact and felt their powerful message.

Artists, scientists and experts of all kinds show how you can make your impact exponential.

People on the streets of everyday life illustrate it before your eyes.

The insights in the movie are based on the principles discussed in [*The Impact Manifesto: You Make A Difference Whether You Want To Or Not*](#) which was selected for publication by Seth Godin's brainchild "Change This."

Change This features manifestos from thought leaders including Seth Godin, Hugh MacLeod, Brian Solis, Jason Fried & David Heinemeier Hansson from 37signals, Guy Kawasaki, Chris Anderson, Jay Conrad Levinson, Tom Peters, Malcolm Gladwell and Robert Scoble.

This movie pulls together a life-time of research, incorporating key principles from [*The Impact Manifesto*](#) and my best-selling books, [*Impact: How To Get Noticed, Motivate Millions and Make a Difference in a Noisy World*](#) and [*The Impact Factor: How Small Actions Change The World*](#), along with powerful new research to provide a foundation for creating personal impact in powerful new ways.

The Impact Factor Movie will feature ...

- Small world concepts
- Why we all matter whether we want to or not
- Stories of small things making a big difference
- How to use art, science and technology to leverage our impact to reach millions

People's reactions to your life changing moments as a case study will create powerful impact.

Right now I'm assembling a powerful group of experts, scientists, artists, "techy types" and "real people" to feature in the film and I'd love for you to be one.

Here's how that can happen ...

My friends have been asking me to share my system for getting multiple websites into the top-3000 websites in the world and I'm doing a live two-day workshop to deliver in-depth, pure content - but here's the catch.

I can only do this for just 4-8 people, because I can only feature a limited number of case study stories when we launch the film.

You see, I'm doing this private, intimate workshop as proof for my new Impact Action System to get case studies before the HUGE launch that will be the backend for my new Impact book and the feature-length movie [The Impact Factor](#).

Of course I'll feature the people I choose to be my case studies in the launch of the Impact Factor Documentary Film.

The question is who should I ask to be my case studies?

I'd really like to feature a global range of case studies in the *The Impact Factor* movie from all walks of life. In the marketplace women are seriously under-represented and I'd like to proactively make sure that doesn't happen in my case studies. I also want to reach minorities and people from all walks of life who are having an impact today and show them how to have exponential impact by using this system.

With a projected 4 million dollar budget for the movie, I'd like to say that this would be a money maker for you, but unfortunately the great majority of that money is already allocated for the costs of pre-production, production, post-production and distribution.

The good news is that the movie will be produced at the highest quality level and widely distributed through multiple channels.

The other good news is that we can make it easy for you to participate.

The first step is for you to say, "Yes! I'd like to be a case study, attend the two day workshop and be featured in the movie launch!"

All people who want to be considered as case studies need to attend a two day live workshop. Unfortunately, we can't really make exceptions on this for two reasons.

1. You need to learn the Impact Action System and there is no better way to do it than through live in person training directly with me.

2. We need to document your progress from the point of learning the system right through the building of your customized Impact Action Plan, your execution of that Action Plan and ultimately to your significant success so we can tell the complete story during the launch of the movie.

Frequently Asked Questions

I'm sure you have some questions, so here are the answers to some questions that I imagine you might be wondering about right now. If you have other questions, just let me know!

1. How much will this cost me?

The total investment for the two day workshop is \$997. There will only be 4 - 8 people in the workshop and you will receive comprehensive training on building a highly engaged audience of raving fans based on case-studies from over a decade of building multiple websites ranked in the top-3,000 sites on the Internet. All workbooks and materials are included.

During the workshop, you will develop your own custom Impact Action Plan to create your own mass audience of highly engaged raving fans over a 90 day period.

During the workshop, you will be filmed for the movie to document where you are right now, your learning of the system and the start of your journey to create significant impact.

2. When and where will the workshop be held?

Applications for the workshop will be collected and the participants chosen will be polled for their availability and preferred location. We will attempt to choose the dates and workshop location based on the group's preferences in order to accommodate as many of the selected participants as possible. We will hold more than one workshop to accommodate people who can't make the original date or location chosen.

3. Am I guaranteed to be successful and in the movie?

Unfortunately, no one can guarantee your success using the Impact Action Plan system, just like no one can guarantee your success in life, because your success is ultimately up to you and your ability and willingness to put in the effort and persistence to make things work. In life and business, results vary widely. Part of success is aptitude, some is hard work, much of it is persistence and some is just plain dumb luck! However, following the blueprint of a proven system is known to increase your chances for success.

Because we only have openings for a limited number of case studies, we only select people who we believe will be successful. We are eager to show your success and HIGHLY motivated to make sure you have every chance of powerful growth so we can highlight your success story in the launch of the movie.

4. How much time will it take?

The workshop will take two full days, but most of the other work will be an integral part of your day to day business and it may even SAVE you time.

5. How to I get started?

As soon as I get your positive response, I'll send you more information, ask you some questions about where you are right now and what you want to accomplish and we can make arrangements for you to participate in the workshop and capture your stories and ideas and so we can feature you in the film.

Background Information

McArthur Business Systems, Inc. started building world-class Internet systems as one of a very few pioneers of commercial and high-profile portal systems during the dawn of the Internet.

Founded by CEO, Ken McArthur, the company and its team of technical expert and strategic partners have created some of the most visited websites on the Internet.

Ken McArthur, best-selling author of "Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World," has enabled thousands of people to achieve amazing impact by championing the philosophy that partnerships and collaboration build value for everyone.

Selected by Fast Company as one of the 20 Most Influential People Online, Ken's powerful call to action, "The Impact Manifesto: You Make A Difference Whether You Want To Or Not" was selected for publication by Seth Godin's brainchild "Change This" which places his manifesto in the company of manifestos written by Seth Godin, Hugh MacLeod, Guy Kawasaki, Chris Anderson, Jay Conrad Levinson, Tom Peters, Malcolm Gladwell and Robert Scoble.

Ken challenges us to realize we ALL have an impact – whether we want to or not – on thousands of people who we touch in our day-to-day lives by demonstrating that simple things make a HUGE difference.

The popular host of a series of live events that bring together top-level marketers, entrepreneurs, business owners, corporations and non-profit organizations to create multi-million dollar joint venture relationships – he creates incredible, intense impact for product launches and multi-million dollar profits in surprisingly short timeframes.

Regularly asked to speak at leading marketing events, he has managed product launches ranked in the top 400 sites on the Internet. Ken McArthur is also the creator of AffiliateShowcase.com, a pioneering affiliate program search engine and directory system and the founder of the MBS Internet Research Center, which conducted the world's largest survey ever attempted on the subject of creating and launching successful information products.

Not satisfied to concentrate entirely on large organizations, Ken also works with select individuals to help them create a decent living utilizing the power of the Internet.

Ken was the official mentor for Sterling Valentine as he took his launch from ZERO to over \$100,000 in less than 8 days. Ken and Sterling documented the process as a “proof of concept” for Info Product Blueprint a massive home study course that is the “bible” of info product creation.

Ken offers top-level coaching and mentoring programs designed to help individuals, corporations and non-profit organizations reach masses of people using the techniques, tactics strategies and systems that he has developed specifically to help people spread their ideas, products and services around the globe.

Impact Factor Case-Study Program - Process and Commitments

Ken McArthur's Commitment to our MASTERMIND Relationship

My job as a Mentor and Workshop Producer is to help you identify and refine your goals, eliminate the barriers that stand in your way, and help you take the action to make those outcomes your realities. I'll be keeping an eye on both your long-term “meta-goals” as well as the weekly and monthly steps that will help you get what you want.

- I will exercise a high degree of professionalism, integrity and honesty.

- I am committed to your success, therefore I commit to following your agenda. What you say you want is my absolute focus and the focus of every conversation.
- I will, at all times, maintain the highest ethical standards and diligently respect your confidentiality.
- I promise that you will receive value from our relationship together.

Your Commitment

- I request that you also bring a high degree of professionalism, integrity and honesty to our mastermind sessions.
- I request that you allow yourself to be open to new possibilities, fresh ideas and unique ways of finding solutions.
- I request that you be accountable and committed to producing your results. Powerful choices will be made and you will get the results you want.
- I request that you use all of the resources provided, including me, to the fullest extent to get the most from your mastermind experience.
- I request that you be prepared to have fun and enjoy our case-study relationship.

Once you have been notified that you have been accepted as a case study, please complete the following steps.

Step One - Lock in Your Case-Study Position

- Action Item One - Sign the following Case-Study Participant agreement and scan and email to ken@kenmcarthur.com
- Action Item Two - Complete payment using the instructions below.

Step Two - Vision and Goals Identified

- Action Item One - You complete a 26 page Impact Assessment
- Action Item Two - You attend a on-line webcast that explains in detail what will happen at the two day workshop and give you an overview of what is expected and what will happen at the live workshop.

Step Two - Attend the Live Workshop and Complete Your Custom Impact Action Plan

The first day of the two day live Impact Action Plan Workshop is intensive instruction. It's pure, powerful content so come prepared to learn.

The second day we work together to complete a detailed action plan based on your goals to deliver the most effective and timely progress towards your objectives and we film your personal story, objectives and goals for your participation in the case-study and movie.

Step Three - Take Action

We work together to put your action plan into action and get you moving towards your goals over the next 90 days.

Step Four - Evaluate Results

We work together to evaluate your effective and timely progress towards your objectives.

Major Assumptions

The biggest opportunities for your success are setting the message; the strategies, tactics and the assessment of the various providers that you will need to execute a mass media drive for your project. Those choices are crucial to your success.

These needs will grow as the success of your marketing bears fruit and must be addressed in a step-by-step ongoing way through expert oversight and planning.

The purpose of an overall strategic communications plan is to integrate all your marketing, organizing, research, direct service, education, sales, and advocacy efforts.

By laying out a long-term overall strategy, you will be well positioned to be proactive rather than just reacting to the existing environment and it will be easier for you to shape your marketing strategy and make it more effective.

It is important to understand that while your marketing strategy will support your overall objectives and target audience, the tactics and tools are used differently.

For example, rather focusing on "blasting out your message," your social media effort will focus more on listening and conversation. Your social media strategy will be implemented in a slightly different way than other tactics in your communications plan such as email messaging, for example:

It is important that your organization have a solid Internet strategy in place to get the most of your social media efforts. This includes your web site, email marketing, and search engine optimization. Your social media strategy will support and enhance these other components. For example, if your organization launches a successful campaign on Facebook, YouTube or Twitter and it succeeds in generating buzz, you'll want to make sure that a user looking for more information will be able to find your web site on Google.

Ken McArthur has decades of experience developing strategies for getting ideas, products and services out to millions of people. Having his expertise available in a live workshop, to set strategies, tactics and to make assessments of potential vendor offerings will be invaluable.

In addition, Ken McArthur has developed a global network of partners through his live marketing events with some of the most influential marketers and Internet experts in the world that will be invaluable connections for your future.

Additional Benefits

IMPACT ACTION PLAN LEARNING CENTER

As an active Case-Study Participant you receive access to hundreds of hours of audio recordings, videos training calls and webcasts which are made available to mastermind and mentoring clients. These resources created both by Ken McArthur and a world-class group of over 30 experts on our Impact Action Team Faculty will be priceless to you and include topics ranging from goal setting, mindset, branding, messaging, authoring, speaking, social media, list building, web site development, traffic generation, business systems, launch tactics and strategies and much more.

"CASE-STUDY ONLY" Calls

As an active case-study participant you receive access to small group calls and webcasts only available to case-study participants hosted by Ken McArthur.

Guest Tickets to Impact Events

As an active case-study participant you and your personal guests receive access to live networking, training and joint venture events, such as the Impact Event where you can continue to learn from top-level experts and build your network of connections and joint venture partners.

Getting the Most from Your Case-Study Experience:

- Come with a clear agenda for our sessions. That is, if you know exactly what you want from our time together you are more likely to get it.

- Please use our relationship as a resource, not as an answer. I will help you to discover your own answers. I do not and will not tell you what to do. The answers exist within you.
- Enjoy our calls and use our relationship to the fullest. Personal development is fun!
- Communicate authentically by being open, honest and direct at all times. Have the courage to get your needs met. I will respect your needs.
- Make sure you are fully heard. Have the courage to express yourself.
- Commit to participating fully during every event. Then, double your level of willingness.
- Be prepared to be challenged. I am the keeper of your vision and goals. With this in mind, you may be asked to raise your standards, redesign your time, remove stress from your life, change your behaviors, discover more about yourself, etc.

Confidentiality

All case-study participants will treat your contributions in full confidence and not share that information with anyone else without consent. We are here to lift each other up and to achieve greater results by working together

Here's what people are saying about Ken McArthur:

"Ken McArthur is one of the most genuine, caring and helpful individuals in marketing. I highly recommend working with Ken should you have the opportunity!" -- Joel Comm, Live Video Marketing Expert • Author • Speaker • Consultant • Brand Influencer • Futurist

"Not only is Ken one of the most knowledgeable and talented people I know, he's also one of the most honorable and caring. If you have the opportunity to work with Ken, you can rest assured he will go the extra mile to ensure the very best." -- Jim Donovan, CEO, JDA Communications

Agreement

Agreement between: Ken McArthur's McArthur Business Systems, Inc. 152 Chestnut Drive, Richboro, PA 18954 (Workshop Producer) and

_____ (Case Study Participant)

(Full Address)

whereby Workshop Producer agrees to provide a Live 2-day Workshop and Coaching and Mentoring Services for the Case Study Participant focusing on inspiring, motivating, educating and mentoring you to assist you as you develop your brand, message, websites, product offerings, client and customer base, systems and presence as a top-level leader in your industry while allowing you to reach the income levels that you need to grow your business and develop a mass audience of devoted fans and advocates, so you can make a real difference in this noisy world.

Description:

The Impact Action Plan Case Study Program is an alliance, (not a legal business partnership) between the Workshop Producer and the Case-Study Participant in a thought-provoking and creative process that inspires the Case-Study Participant to maximize personal and professional potential.

Responsibilities:

Case-Study Participant is responsible for creating and implementing his/her own physical, mental and emotional well-being, decisions, choices, actions and results. As such, the Case-Study Participant agrees that the Workshop Producer is not and will not be liable for any actions or inaction, or for any direct or indirect result of any services provided by the Workshop Producer. Case-Study Participant understands Mentoring and Masterminding are not therapy and do not substitute for therapy if needed, and do not prevent, cure, or treat any mental disorder or medical disease.

Case-Study Participant understands that Mentoring is not to be used as a substitute for professional advice by legal, mental, medical or other qualified professionals and will seek independent professional guidance for such matters. If Case-Study Participant is currently

under the care of a mental health professional, Workshop Producer will recommend that Case-Study Participant inform the mental health care provider.

Case-Study Participant agrees to communicate honestly, be open to feedback and assistance and create the time and energy to participate fully in the program.

The Workshop Producer agrees to support the Case-Study Participant by:

- Maintaining a professional and ethical working relationship, in keeping with this Agreement.
- Ensuring a safe and supportive environment for the workshop.
- Challenging the Case-Study Participant appropriately in respect to the attainment of nominated goals.
- Asking questions to encourage clarity and to empower the Case-Study Participant towards a self-directed approach in their growth and development.
- Keeping all commitments regarding the scheduling of mentoring contact and meetings.
- Being open, honest and respectful in all communications with the Case-Study Participant.

The Case-Study Participant agrees to:

- Participate in honest, respectful and relevant conversations.
- Act with integrity and commitment, taking action to achieve their nominated goals.
- Keep all commitments regarding the scheduling of mentoring contact and meetings.
- Be willing to consider and experiment with new concepts and/or different behaviours that are discussed during mentoring meetings.
- Maintain a sense of open-mindedness and possibility in respect to the value of advice, suggestions and ideas proposed by the Workshop Producer.

Services: The parties agree to engage in a 3 month Impact Action Plan Case Study Program through e-mail, in person, webcast and a live 2 day workshop. Workshop Producer will be available to Case-Study Participant by e-mail and voicemail in between scheduled meetings as defined by the Workshop Producer.

Schedule & Fees: This Impact Mastermind agreement is valid as of receipt of payment. The fee is equal to \$997 payable by check or money order to McArthur Business Systems Inc., 152 Chestnut Drive, Richboro, PA 18954.

Procedure: The time and/or location of the Impact Action Plan 2 Day Workshop and Webcast Meetings will be determined by Workshop Producer. Attending meetings is the responsibility of the Case-Study Participant and all travel, food and lodging costs for live events are the responsibility of the Case-Study Participant. The Case-Study Participant

acknowledges that missed scheduled meetings or events are not a valid reason for a full or partial refund.

Termination: Either the Case-Study Participant or the Workshop Producer may terminate this agreement at any time, however if the Case-Study Participant is the party terminating this agreement they will not be eligible for a full or partial refund except at the full and sole discretion of the Workshop Producer.

Limited Liability: Except as expressly provided in this agreement, the Workshop Producer makes no guarantees or warranties, express or implied. In no event will the Workshop Producer be liable to the Case-Study Participant for consequential or special damages. Notwithstanding any damages that the Case-Study Participant may incur, the Workshop Producer's entire liability under this agreement, and the Case-Study Participant's exclusive remedy, will be limited to the amount paid by the Case-Study Participant to the Workshop Producer under this agreement for all services rendered up until the termination date.

The Case Study Participant acknowledges that there is no guarantee that they will be featured in the Impact in the Impact Factor Movie itself.

This is the entire agreement of the parties, and reflects a complete understanding of the parties with respect to the subject matter. This agreement supersedes all prior written and oral representations.

If a dispute arises out of this agreement that cannot be resolved by mutual consent, the Case-Study Participant and Workshop Producer agree to attempt to mediate in good faith for up to 30 days after notice given. If the dispute is not resolved, and in the event of legal action, the prevailing party shall be entitled to recover attorney's fees and court costs from the other party.

The Impact Factor Movie - Case Study Overview and Agreement

Thank you!

Please sign and return one copy of this Case-Study Participant Agreement with your payment:

All checks should be made payable to and mailed to:

McArthur Business Systems, Inc.
152 Chestnut Drive
Richboro, PA 18954

Case-Study Participant

Signature: _____

Date: _____



Ken McArthur for McArthur Business Systems, Inc.