



The Engagement RULES! EPIC Tribal Gathering

Invitation to Engagement Leaders - [Complete Event Overview Here](#)

Let's have fun together and co-create something AWESOME!

We are calling All Champions of Humanity Flourishing for a Tribal Gathering, and we need your participation.

The purpose of this document is to INVITE YOU to be an Engagement Leader for the Tribal Gathering AND to share with you all of the details **so that you can say: "YES!"**

Our SHARED Purpose

1) HUMANITY FLOURISHING! : We aim to create a MASSIVELY ENAGING experience that will inspire and empower ALL Champions of Humanity Flourishing to expand engagement for their Enterprise / Cause and be a force in the world for Good, Truth, Beauty and Transformation.

2) AWARENESS! : We aim to create a compelling new platform of ENGAGEMENT-BASED visibility for YOUR Enterprise / Cause.

3) POSSIBILITY! : We aim to introduce all "Champions of Humanity Flourishing" - conscious entrepreneurs, leaders, managers, professionals, teachers, authors, change-agents etc. - to CoachVille and the power of coaching; the skill set of PURPOSEFUL ENGAGEMENT.

4) FUN! : We aim to have a LOT of fun creating an experience with and FOR people we really enjoy!

The Opportunity for YOU

1) SHARE your story about how YOU create engagement for your Enterprise / Cause in the FIRST-of-its-kind GLOBALLY Broadcast, Fully GAMIFIED event that can touch millions of people.

2) LEARN new ENGAGEMENT-BASED approaches to visibility, enrollment and fulfillment that WE will share with YOU! You can apply these to your Enterprise / Cause right away.

3) INPIRE conscious leaders from around the world to create engagement by "Issuing a Challenge" for the 100 Day Engagement Challenge

4) ENJOY amazing success stories - VERY REWARDING - as the participants in the 100 Day Engagement Challenge Game apply in the REAL World what they have learned from you.

5) BIG THANK YOU! As an SUPER engaging Thank You Gift we will give you 3 FULL Scholarships to our Coach Training program (3 X \$5,480 = **\$16,440** Value.. **SERIOUSLY!**) You can use these for yourself, your team or ANYONE you would like to give them to. You and your team will LOVE this.



The Opportunity for YOU - Continued

6) CASH FLOW – Always a good thing for your growing Enterprise / Cause – Our “Partner Program” is a lifetime connection. So you will be paid a revenue share for anyone you introduce to CoachVille who registers for the paid portion of the Gathering, AND for any of our CoachVille programs they register for in the future.

What we are asking you to do

1) SHARE your ENGAGEMENT STORY in a facilitated conversation via Google+ Hangout that will be broadcast globally LIVE. (Total time commitment 1 Hour)

We will help to get you set up on Google + if you are not already. **This is a BIG BENEFIT!**

In the “Hangout” will be a few members of the CV team, YOU AND optionally 1-3 people from your team or community from anywhere in the world that will help to “tell your Engagement Story”

*This is Phase 1 of the Engagement Tribal Gathering: between **June 10th** - **June 28th** at a time of your choice between 9AM – 9PM ET*

2) NAME a CHALLENGE! Provide an “Engagement Challenge Activity” for the 100-Day Engagement Challenge Game. Note: we will create this with you based on your story and/or what you are known for. For example, Coach Dave Buck will name the 100 Day “Coach” Challenge. As the participants engage in your “Challenge” they will earn points toward a “Badge”. **The Badge will be named in YOUR honor!** The game system is integrated with Facebook and other Social Media so as the players share about their progress in the game your Enterprise / Cause will be promoted AND affiliated with success in the world... **SUPER COOL!**

This is will be used in Phases 2 and 3 of the Engagement Tribal Gathering

3) DELIVER a 20-minute Provocative Presentation about the ENGAGEMENT CHALLENGE you want the participants to take on. Then engage in a conversation with the participants about the “Challenge” that you propose. This will be done using the ROCKING new Maestro Conference Social Webinar system. (Total time commitment 1.5 hours)

*This is Phase 2 of the Engagement Tribal Gathering: between **July 8th** – **July 19th** at a time of your choice between 9AM – 9PM ET*

4) INVITE your “Tribe” via email, social media, blog and/or video etc. to participate in “The Gathering”
Note: we will provide examples and /or specific “copy” for you to use. This part is essential to the success of the event and we thank you in advance for your active participation.



What we are asking you to do – Continued...

*This is prior to Phase 1 and throughout Phase 1 and up to the start of Phase 2 of the Engagement Tribal Gathering: between **June 1st** - **July 8th***

5) PARTNER. (Optional and recommended) Sign up as a CoachVille Partner to earn a revenue share of all purchases by folks you invite to “The Gathering”. This includes ALL lifetime purchases of CoachVille programs by these individuals. The big idea here is that the folks who accept your invitation to Phase 1 of The Gathering will either register for the paid part of the event AND / OR at some future time register for a Coach Training program at CoachVille. When they register for the FREE event they are “tagged” as your “referral for life” within the CoachVille system. Our goal is to make this a long tail revenue stream for you!

*This will be set up prior to Phase 1: by **June 1st***

6) PARTNER PART 2. (Optional) If you have a specific book, program or initiative that you would like us to promote for you as a part of your participation in “The Gathering” please share that with us. While The Gathering is “Pitch Free”, we are happy to include information about your offer on the event website. Also the host of your events will advocate for your offer as well. We will be thrilled to participate in your “Affiliate Program” if you have one. (Cash Flow is good!)

*This will be set up prior to Phase 1: by **June 1st***

7) BE THE PRIZE! (Optional) This is a truly unique Visibility opportunity! At the conclusion of the 100 Day Engagement Game, the participants can use their points to bid on prizes in an auction. We would love for YOU to be one or more of the prizes. This could include participation in something you offer OR (even more fun) opportunities to have a call with you or a lunch with you at a location you choose. (or any other engaging, fun thing you like to do with people). Throughout the 100 Day Game the participants will look through the Auction Catalog to see what prizes they can play for. They will see you there as a “Prize” which has a powerful positive psychological impact.

Note: If you are game, we can co-create something REALLY fun that the participants will love to WIN

*This will be set up at the start of Phase 3: **July 21st***

8) ENGAGE! (Optional) During the 100 Day Challenges we would LOVE for you to jump into the game system from time to time (or OFTEN) and support / challenge / guide the participants who are playing YOUR Challenge. I think you will find this to be really fun and inspiring and the participants will LOVE it.

*This is Phase 3 of the Engagement Summit: between **July 21st** – **October 31st** at times of your choice*



Specific Objectives

Here is what we are playing for:

1) Awareness for your Cause / Enterprise

- A) 1,000,000 Invitation to “The Gathering” views via email and social media
- B) 100,000 views of Phase 1 Live Broadcasts / Videos
- C) 10,000 FREE registrations for Phase 1; membership page on CoachVille
- D) 1,000+ Participants for Phase 2; Challenge Presentations and Conversations
- E) 500+ Participants for Phase 3; 100 Day Challenge Game (OK, really we are playing for 1,000)
- F) 250+ Participants for Phase 4; the Celebration event in NYC

2) Awareness for CoachVille’s New Brand

Our BIG game now is to transform Coach Training **FROM** a skill for Professional Coaches **TO** a skill for ALL Champions of Humanity Flourishing; Including: Entrepreneurs, Leaders, Managers, Social Change Agents, etc. We are ReBranding CoachVille as a Coach Training program for EVERYONE who can benefit from being a great coach. When every “Boss” in the world is a GREAT Coach, every person in the world will HAVE a great coach.

In line C above, the 10,000 registrations for Phase 1 will be a significant accomplishment for us toward this initiative.

The Schedule...

June 1st – June 28th : Phase 1 – FREE – Leader Engagement Stories via Google+ Hangouts & Social Media

July 8th – July 19th : Phase 2 – \$129/\$99 Conference Presentations, Conversations and Game!

July 21st – Oct 31st : Phase 3 – \$499/\$399 100 Day Engagement Challenge Game!

Nov. 3rd – Nov. 7th : Engagement Opportunity Prize Auction!

Nov 6th – Dec. 11th : BONUS! – 6 Week AWESOME CoachVille Coaching Skills Class! (Value \$445)

Nov 14th & 15th : NYC Reunion Event! \$299/\$249

Nov. 2013 – May 2014 : Monthly Renewal Conference Calls

June 2014 – Engagement RULES! Epic Tribal Gathering #2 Begins



Pricing

Phase 1: FREE

Phase 2: \$129 (Early Bird \$99 before June 21st)

Phase 3: \$499 (Early Bird \$399 before June 21st)

Phase 4: \$299 (Early Bird \$249 before June 21st)

All In! All Four Phases: \$699 (Early Bird \$549 before June 21st)