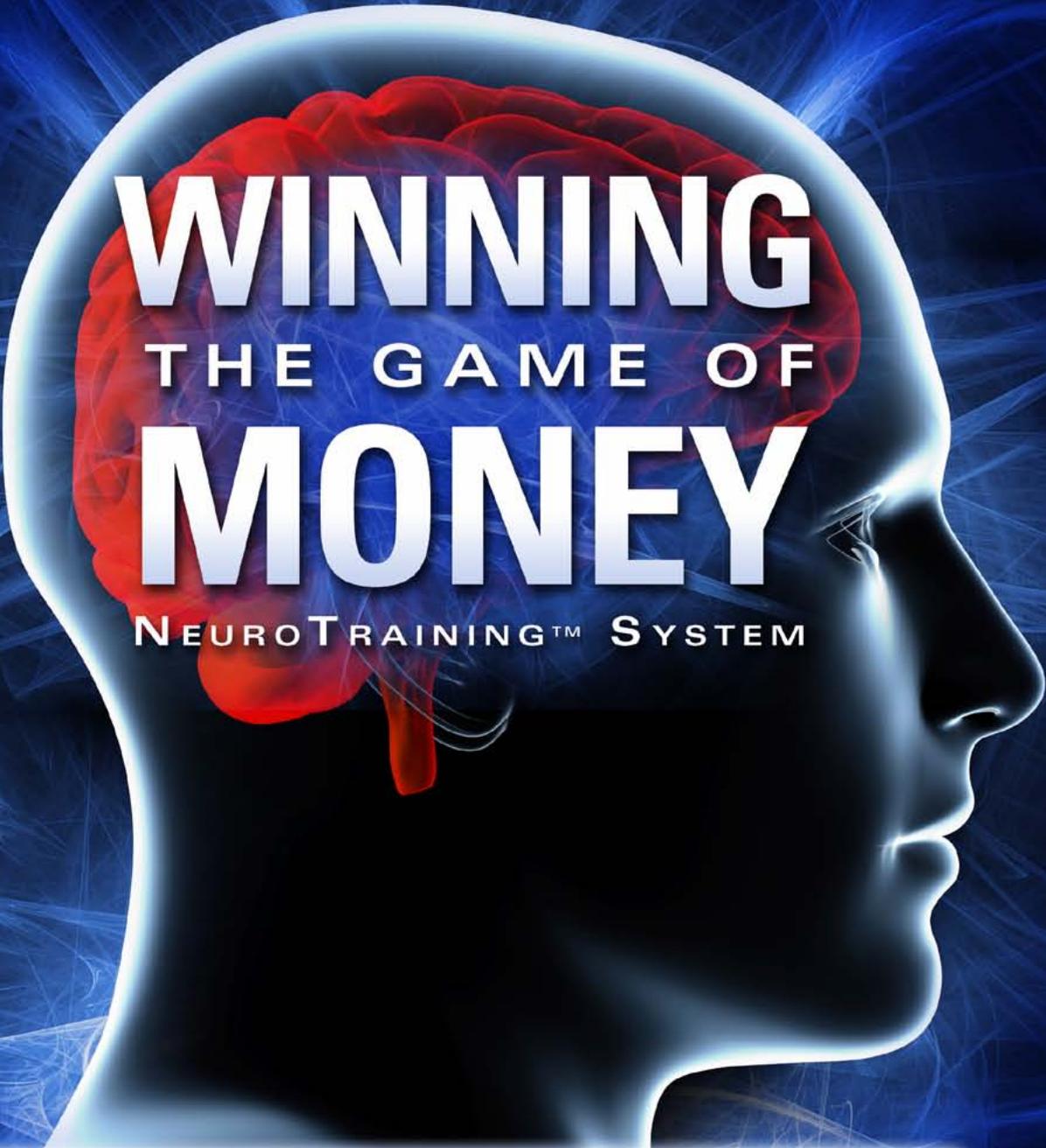


**PraxisNow**

Brain Technology To Maximize Your Potential



**WINNING  
THE GAME OF  
MONEY**

NEUROTRAINING™ SYSTEM

**Joint Venture  
Partner Program**

# Table of Contents

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<b>Praxis Now Joint Venture Partners Program . . . . .</b>	<b>3</b>
<b>About Us. . . . .</b>	<b>11</b>
<b>John Assaraf Bio . . . . .</b>	<b>12</b>
<b>Emerson Brantley Bio . . . . .</b>	<b>13</b>
<b>Michael Weiss Bio . . . . .</b>	<b>14</b>
<b>The Product . . . . .</b>	<b>15</b>
<b>What the Client Receives. . . . .</b>	<b>17</b>
<b>Testimonials . . . . .</b>	<b>22</b>
<b>Video Testimonials . . . . .</b>	<b>29</b>
<b>Systems and Processes . . . . .</b>	<b>37</b>
<b>Client FAQs . . . . .</b>	<b>47</b>
<b>Praxis Now, LLC Joint Venture Agreement . . . . .</b>	<b>48</b>

## Praxis Now Joint Venture Partners Program

**If Our Very First Test To Our Opt-In (Non Purchasers) List Earned \$10.52 EPC (Earnings Per Click) & \$2.41 Per Email Sent...**

**How Much More Could YOU Make By Offering John Assaraf's "Winning The Game Of Money NeuroTraining System" To YOUR Prospects and Clients?**

John Assaraf's **Winning The Game Of Money** Is An Evidence-Based Product Created By Mindset And Brain Training Authority John Assaraf And A Team Of Top Neuro Scientists. **Your Clients Will Be Ecstatic When They Purchase This Program... Because It Really Works (Just Read Over Some Of Our Testimonials & See For Yourself!)**

**YOU Earn \$500 Per Sale** when you offer your clients John's Free (\$397 value) video NeuroTraining series. In the final webinar of the 5 video series (which they can opt to jump to after the first video) they are offered John's complete **\$997 Winning The Game of Money 90-Day NeuroTraining Program**. The average sales cycle is eight days with the first possible sale starting in as little as **3 days**.

Even our initial testing has had incredible results. **By continually refining and fine tuning every part of the process, we've generated \$10.52 Earnings Per Click and \$2.41 Per Unique Recipient Email. That means if these numbers play out on your list, you could average over \$1.00 Per NAME.**

**Performance-Tested System, Proven Headlines, Subject Lines, Scripts and Copy.**

So far we've tested on **834,644 promotional email messages alone** (the ones a JV partner would initially use to promote the training video series). When we include all ten sales funnels in our automated webinar process, the number rises to **approximately 5,128,974 total impressions... more direct preliminary testing than any other campaign we know of.**

**We used ONLY our Opt-In Leads (no previous buyers) so that our results would be as close as possible to those you might receive on your prospect and client list.**

While many product launches utilize "one-size-fits-all" email and technology platforms, Visionary Technology Platform Builder Michael Weiss ([Read Mike's Complete Bio](#)) built stunning features into our launch that are totally proprietary. He started with Infusionsoft and Evergreen, but added multiple layers of customization that allow us to **run metrics at a granular level... so we can continuously**

## Praxis Now Joint Venture Partners Program

tweak and improve every single aspect of the campaign and make it more and more effective as it matures.

All of the campaign copy was written by Master Marketing Strategist and Copywriter Emerson Brantley, best known for long-running, highly-effective targeted marketing campaigns, some which continued unbeaten for as long as 14 years ([Read Emerson's Complete Bio](#)). Hundreds of pieces of email, scripts, landing pages and other collateral had to be created from scratch... then tested. We even had it all ruthlessly critiqued by a number of notorious, world-class marketers and copywriters, refining the copy even further.

As we tested each part of each funnel, each landing page and script, we refined the messages, the links, the pages, the graphics... every point of contact... and tested even more.

Why did we do all this? Why so much effort (over six months' of tweaking, testing and refining!)? We wanted to make sure we'd thoroughly tested & proven our entire sales process and conversion systems first — ***With OUR money, not yours!***—So that when you start sending us traffic, you can collect the fattest possible commission checks!

**You Make More Money  
Because We Did Our  
Homework First!**

### Benefits To Becoming A Joint Venture Partner In This Program

*If you are selling a business opportunity how does this program benefit your business?*



- You increase your current credibility with your clients and prospects: by associating with a world-famous authority, one they've seen in movies like **“The Secret”** and **“Quest for Success”** with the **Dalai Lama and Richard Branson**, and high-profile shows like Larry King Live, Ellen DeGeneres, Anderson Cooper, CNN and many others.
- You are mailing quality content emails that drive to a content based squeeze page, one that gives them genuine value and information from our video training series whether they register for the webinar or not.
- Because of the over 50% conversion rate, half of your click-thrus will be provided five amazing video's and workbooks about re-training their brain to make more money.

## Praxis Now Joint Venture Partners Program

**So far, you look like a million bucks as you are providing real value.... Now here is where it gets exciting!**

**Odds are 80% - 90% of the people who buy your business opportunity package do not follow through, so...**

- By perfecting their mindset every day they can overcome the negative beliefs and habits that stop them from implementing your system and training...
- By incorporating this 90 day, **Winning the Game of Money** brain training program your clients and prospects will have an automated process to install and reinforce the right beliefs and habits which will turbocharge your clients' success...
- More clients will complete your program and you will have more success stories and referrals...
- Increasing your success rate will lower refunds, drive more referrals and put a significant amount of additional money in your pocket!

**Matching your teaching with a powerful 30 minute daily brain training system is a win for you, for your clients and for PraxisNow!**

*If you are selling business or personal coaching how does this program benefit your business?*

*All the above, PLUS...*

How powerful will it be when your clients are retraining their brain every single day, utilizing the latest brain retraining technologies and proven methodologies for improving their attitude, mindset

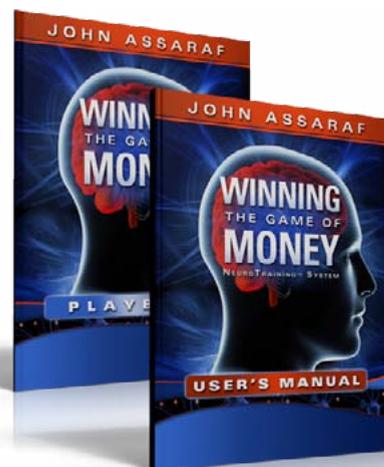
and work ethic? Every day they will be thinking about the strategies and tactics that you cover in your products, services or teaching thus turbo-charging your effectiveness.

**This program acts as a booster and takes all of your teachings, coaching's, exercises and brings them to the forefront – every day!**

**Best Of All, Winning The Game Of Money NeuroTraining Is A Totally Non-Competing Offer...**

**In Fact It Actually Enhances The Effectiveness Of Your Core Products and Services For Your Clients!**

**Winning The Game Of Money Empowers Your Clients** to succeed at what you teach them by helping to get their brain “unstuck” from the anxieties, fears and beliefs that hold them back, and take the actions they need to succeed. **Your Clients WIN AND YOU WIN** when you offer this program as a JV partner in 2012!



## Praxis Now Joint Venture Partners Program



### Key Elements To Consider In Your Joint Venture Partnerships

- 1) Proven launch track record (our recent launch did over \$1,350,000 selling this product)
- 2) The offer should have a HIGH proven conversion ratio (33% average click-thrus counting all 5 promo emails—55.69% of click-thrus register for webinar—25.7% who attend webinar and see offer buy... averaging \$2.41 Per Unique Client Email Sent)
- 3) There should be solid statistics that support the conversion numbers and reflect a massive amount of testing has been completed on the internal list (834,644 promotional email messages sent & 5,128,974 total impressions across 10 sales funnels)
- 4) A well-defined and proven pre and post sales funnel (complete testing and measuring for 62 pre- and post-sale emails)
- 5) A fair payout structure (over 50%: \$500 on \$997 sale)
- 6) Last referring cookies (Yes!)
- 7) A long-term residual payout schedule (36 months)
- 8) It should all be built around an outstanding product that is effective and produces results for your clients (highest quality, evidence-based and proven brain training system from Top NeuroTraining Authority John Assaraf)
- 9) The product should have an unconditional guarantee (Yes! 30 days)
- 10) The company should have fantastic customer service (Yes! Live telephone support)
- 11) The product should have a low refund rate (YES! Less than 6% refund rate)

**The Winning The Game of Money 90-Day NeuroTraining Program has EVERY factor in place to make your launch to your clients and prospects the most successful and profitable it can possibly be.**

**We Make It Easy For You To Make Money With Your List & Winning The Game Of Money!**

- ✓ YOU Earn \$500 on All Sales!
- ✓ Bring in Other JV partners to us and Earn 5% On Their Sales!
- ✓ We manage all customer service for your customers!

## Praxis Now Joint Venture Partners Program

- ✓ You'll have all the easy to use resources you need to promote our program at your fingertips!
  - ✓ We have a completely optimized system to ensure the people you send our way make YOU the most money possible!
  - ✓ You can track your click stats, sales, commissions, ledgers & more live in our JV center!
  - ✓ You'll have all the links & email copy you need to promote right away!
  - ✓ You have a 36 month cookie with additional backend opportunities to earn more income!
- Clients or members who have purchased your specialized training but haven't been able to breakthrough and achieve what they're capable of with your program
  - Business owners who want to grow a financially successful business up to 3 to 5 times faster see their business explode
  - Anyone wanting to attract more business and close more sales
  - People working in a career seeking greater opportunities and advancement to earn more money
  - Anyone who has been afraid to really go after their lifelong passion or business
  - Authors, speakers or coaches who want to be in the upper 1% in their field
  - Anyone who wants to retire young and retire rich
  - Professionals and others who want to double their productivity and enjoy more time off
  - Or folks who just want to live a happier more peaceful life with less stress over money

### Target Markets:

The numbers show...your client and prospect lists will be highly-responsive to this program and this campaign. For example, here are some of the characteristics from over 5000 previous buyers of John's **Winning The Game of Money 90-Day NeuroTraining Program**:

- Individuals wanting to overcome old thoughts, fears, habits, beliefs and patterns that have crippled them financially



### Program Details

#### Cost Of The Package:

The campaign offers a Free \$397 value video series which culminates in a 70 minute webinar promoting the complete \$997 **Winning The Game Of Money 90-Day NeuroTraining Program** package. This is less than the \$1,588 retail price on our website (<http://www.praxisnow.com/brain-training-products/money>), which does not include the bonuses your clients and prospects will be offered.

## Praxis Now Joint Venture Partners Program

### What Your Clients and Prospects Receive:

✓ The Primary product is John Assaraf's **Winning The Game Of Money NeuroTraining Program**, which sells for \$1588 on our website (without the bonus included in the webinar offer). This program utilizes the latest proprietary technology and proven brain based methodologies to help your clients retrain their brain and overcome thoughts, fears, beliefs, habits and patterns that have held them back until now. Using this 90 day program will help your clients:

- ◆ Recalibrate their financial set point (their financial thermostat)
- ◆ Retrain their brain with proprietary technology and scientifically proven methodologies
- ◆ Achieve the mindset of financial success
- ◆ Help them to breakthrough and have greater success with your programs, training or services

### *Their entire package ALSO includes:*

✓ **Three months of Gold PraxisNow Membership (\$591 value)** in our PraxisNow Community with full support, interaction with other NeuroTraining clients, forums, blogs and their own accountability partner. This also includes...



- ◆ **Three months of Live Interactive Training & Coaching** (\$597 value separately), two hours a month to help them:
  - Get strategies and tactics for making money, saving money and investing money
  - Line up their values with their beliefs
  - Supercharge their life, business and career
- ◆ **Three Months of Expert Interviews**, one hour a month (\$297 value separately),
  - Discover the success secrets of the super successful
  - Hear the strategies of people who are the living the life you want to live
  - Receive numerous, yet tangible strategies to expedite their results
- ◆ **Access to John's "Total Success Library"** with 12 months of additional archived Interviews, Coaching and Training (\$2,364 value separately)

## Praxis Now Joint Venture Partners Program

✓ AND A Special Call To Action Bonus, **John's 21-Interview Success Manifestors Series & SIX Additional Pre-Recorded Client Training Sessions (\$1,591 Value)**

- ◆ John's personal interviews and discussions with 21 top financial and business masters and high performance friends
- ◆ Tap into the millionaire mindset
- ◆ Discover their financial habits and behaviors

**TOTAL VALUE: \$5,543**

Your Clients' Price Is \$997. This is LESS than the \$1,588 cost of the Brain Training all by itself on our website at

<http://www.praxisnow.com/brain-training-products/money>

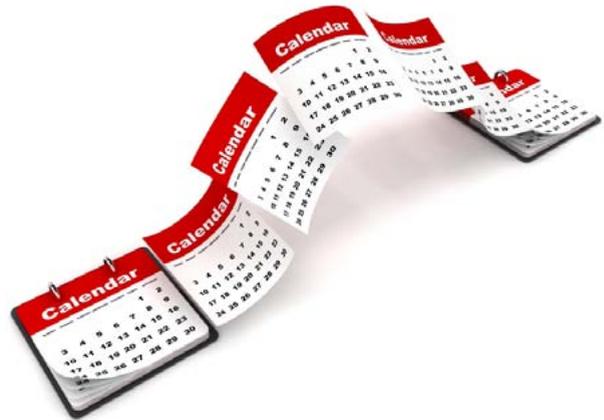
*Note: Regular buyers on the website Do NOT Get the \$1591 bonus interview series.*

### Joint Venture Partners Commission Payout Structure:

**Flat Fee.** Subject to the terms and conditions of the JV Agreement, we will pay you a flat \$500 for each \$997 Winning The Game Of Money product sale made during sessions initiated through your assigned JV referral links on your site or in your email campaign.

If client chooses a payment option, your \$500 payment will be prorated over the payment period and distributed to you after each client payment.

Your first commissions will be paid 45 days after the close of each client's purchase throughout the term of our relationship.



### Monthly Commission Payments:

Ongoing payments (such as future product sales) will be made on collected funds after the 30 day money back period for each customer.

Payments will be made by either check or PayPal, depending on the preference made in your JV application (\$500 minimum payout).

### Order Processing & Tracking:

- Cookies will be marked for three years.

We will process all product orders placed by your clients who follow your assigned JV referral link from your website or email to the assigned Program Website

- Cookies will be set based on last referred. In the case of a customer who follows links from more than one JV site, orders will be correlated with the site visited immediately prior to the placement of an order.

## Praxis Now Joint Venture Partners Program

### OUR GUARANTEE: UNCONDITIONAL 30 DAY MONEY BACK GUARANTEE

- These additional PraxisNow products will pay at 25% after the student's initial click thru (setting your cookie), whether they purchase the Winning The Game Of Money program or not:
  - ◆ Winning the Game of Business - \$997
  - ◆ Winning the Game of Fear - \$997
  - ◆ Winning the Game of Procrastination - \$997
  - ◆ Winning the Game of Weight Loss (second half of 2012)

- Coaching, mastermind, and live events are not included unless a special arrangement has been made to promote these programs when and if they are offered.



### YOUR NEXT STEPS:

To begin the enrollment process, you must submit a completed JV Partners application. See *page 48*.

## About Us

PraxisNow is a world leading brain research company specializing in developing Neuro-Technology that helps individuals maximize their potential. We produce and offer brain re training products, services and systems, that are proven to help individuals reach **maximum levels of focus**, confidence, motivation and productivity.

Using evidence-based scientific research, our cutting-edge programs have been documented to improve mental, emotional and physical performance in all areas of personal and professional life. Our clients also report a **deeper spiritual connection** when using our innovative brain training programs.

By utilizing the latest research in brain plasticity and neuropsychology our programs access deep levels of the subconscious mind to reduce doubts, fears, anxiety, procrastination, negative thinking and behaviors. In addition, we believe that our programs are the most effective for developing empowering new beliefs and habits that drive peak performance thinking and behaviors.

Everyone has reservoirs of untapped potential and it is our goal and mission to **help millions of people** utilize more of their untapped brainpower so they can achieve their personal best and live their ideal life.

Our internal self-image is shaped by a neural network of values, beliefs and habits that are deeply embedded in the memory circuits of our brain. These networks govern our day-to-day thoughts, perceptions and behaviors, and they influence every choice we make. Some are more beneficial than others, and can all be improved by applying simple daily “Innercise” strategies and tactics that have been validated by university and scientific research.

PraxisNow uses **proven methodologies and revolutionary technologies** to significantly boost human effectiveness and performance. We pride ourselves on providing our clients with evidence-based personal transformation programs that work safely and effectively, producing powerful and measurable results.



## John Assaraf Bio

John Assaraf is a two-time *New York Times* bestselling author, lecturer, consultant and consummate entrepreneur.

His expertise on achieving the psychology for success has landed him on *Larry King Live*, *Anderson Cooper 360*, *The Donny Deutsch Show*, *The Ellen DeGeneres Show* and numerous radio and print media worldwide.

He has consulted for Hollywood stars, politicians and CEOs worldwide on achieving life and business success.

John is one of the featured experts in the hit movie *The Secret* which his company helped launch into a worldwide phenomenon. He has also appeared on the PBS special *Quest for Success* with the Dalai Lama and Richard Branson.

In the past 25 years, John has grown five multimillion dollar companies including Re/Max of Indiana and a highly successful IPO on NASDAQ with the online virtual tour provider, Bamboo.com.

John's current company, Praxis Now, LLC is the world's leader in developing brain-based products and services to help individuals and corporations maximize their potential.

### New York Times Bestselling Books

*Having It All*

*The Answer*

*The Vision Board Kit* (not yet a NYT bestseller)

### Television Appearances

*Larry King Live*

*Anderson Cooper 360°*

*The Ellen DeGeneres Show*

*The Donny Deutsch Show*

### Publications

*Ranch and Coast Magazine*

*Mentors Magazine*

*Majestic Living Magazine*

### Community and Charitable Involvement

Board Member,

The Jenna Druck Foundation

Rady's Children's Hospital

Just Like My Child Foundation



## Emerson Brantley Bio

**BrantleyBlairGroup.com**

*Compelling Copywriter & Master Direct Marketing Strategist, Speaker, Trainer, Business Coach*



The strategic input and sales copy of Emerson Brantley guided the massive results achieved by the “Winning the Game of Money” automated webinar, and he continues to work on fine tuning every element of the sales funnel to create even greater results as the program matures.

Clients use terms like “overwhelming” and “quantum” to describe his highly-targeted, elegant and compelling marketing strategies that help them significantly increase traffic, conversions and dollars per customer, to dominate their markets and achieve quantum growth. Creator of over 8100 targeted campaigns, Brantley has generated up to 74% click-thrus and \$17.80 per click (EPC); 42.55% conversions (reported by Business 2.0 magazine); and up to \$1952 backend revenue per lead (with a \$49 entry point). With only five days notice, his first campaign for John Assaraf shut down the PraxisNow servers. When 2200 attendees packed the rescheduled webinar, 1668 took the trial offer and 15% bought the \$997 package, solely from the email messaging and scripts Emerson created.

Brantley is best-known as creator of the “Cash Flow Generator”, the longest-running profitable

lead-generating infomercial of all time, written for real estate guru Ron LeGrand and first tested with early groundbreaking Internet marketing in 1993. After ten years of continuous results, Whitney Information Network acquired the program, reporting 60,000 new registrants and \$6.8 million in new revenue in their first five months and 10,000 new customers monthly (RUSS.PK 8K SEC filing).

Emerson’s diverse 35 year career includes infomarketing, global memberships, industrial, Fortune 100 and even national non-profits. This extensive cross-market knowledge helps his clients zero in on explosive growth strategies and quantum results such as 1495% annual growth; TWO Inc. 500 listings; successful mergers; three public offerings including a €132,000,000 IPO; 100,000+ daily site visitors; 3400+ affiliates; increasing opt-ins 1792% and catalog sales 400%; 90% PR pick up and 3000 media events -- in a single weekend. A Wall Street Journal bestselling author, he has successfully produced, marketed or spoken at over 1000 events including seminars, boot camps, workshops, and conferences of up to 20,000 across the U.S. and Canada. Brantley’s simple, common-sense marketing approaches help attendees achieve explosive results for their businesses, even in today’s economy.

## Michael Weiss Bio

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### Visionary Technology Platform Builder

*Infusionsoft Expert, Online Lead Generation & Closing Expert, Motivational Recruiter, Fortune 500 Senior Management Experience, Financial Services*



The visionary behind our detailed sales funnel is Michael Weiss. Mr. Weiss is considered in the top 1% of all Infusionsoft users in both his understanding and hands-on experience with the program. As an international Infusionsoft consultant and

as a partner at PraxisNow, Mike has designed hundreds of automated sales funnels resulting in millions of dollars in sales. His groundbreaking metrics analytics and refinement processes have sparked double-digit growth in lead generation, conversions and retentions. Prior to partnering with John Assaraf and PraxisNow in 2010, Mike founded two marketing technology companies, ClientTies and Internet Sales Experts. Their services included providing lead generation, sales, customer support and operational consulting services to business owners.

Mr. Weiss has more than twenty-six years of successfully marketing, selling, managing and nurturing high-level relationships with C-level executives at Fortune 500 companies. He held Senior VP positions with major financial services companies such as Oppenheimer & Company and PaineWebber, working almost exclusively with business owners and public and private corporate executives.

He founded and developed the financial industry's first global consolidated performance reporting company and systems innovator, GreenTrak. The company's next-generation programs integrate and automate financial sales, marketing, customer management, communication, follow-up, internal work flow, billing and collections, overseeing \$25 billion of assets for some of the largest North American accounting and brokerage firms at the time of its sale to a public company. Mike also founded Weiss Capital Group, a pioneer in the funds-of-funds industry and Frontier Financial Advisors, a leading boutique investment advisory firm that revolutionized the client communication channel, and that continues to maintain an "A" level network of expert advisors, investment bankers, business owners and high-net-worth investors.

Mike has consistently been on the leading edge of innovation, capitalizing on new trends in networking, Web 2.0, email and web based conversion, systems automation and video distribution, as well as developing innovative digital branding, video and channel delivery strategies. In addition to his Economics degree he has continually expanded his education and training with some of the world's best marketing minds, including John Assaraf, Dan Kennedy, Jay Abraham and many others.

## The Product

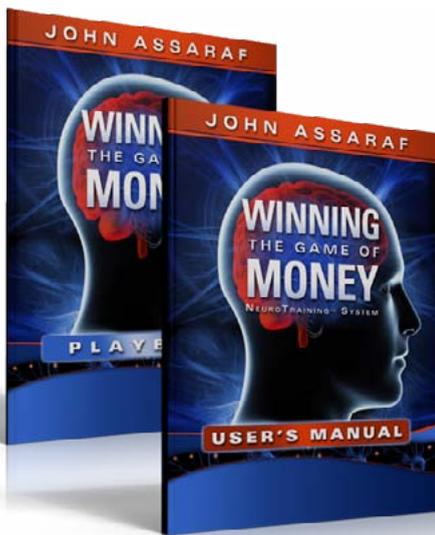
**Mastermind and Members Website**



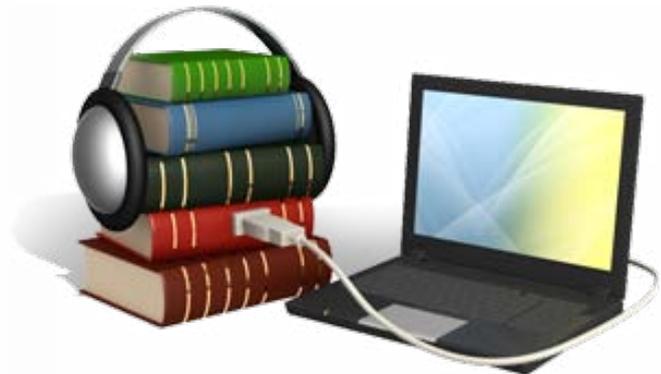
**Monthly Live Neuro-Based Training and Coaching**



**User's Manual and Playbook**



**Download Audios and Videos**



## The Product

### Gold Membership

Inside this exclusive Gold Level community you will get access every month to:

- **Monthly 2-Hour LIVE Training and Coaching Sessions with John Assaraf... Learn new skills, strategies and money making tactics and ask REAL questions and get REAL answers!**

This is your opportunity to get very specific with me on the challenges or opportunities you are dealing with... and it gives you an even better opportunity to get the ANSWERS you need to get you to overcome any problem or challenge you are facing - quickly and easily - or just get your creative juices flowing and ensure you keep moving in the right direction and achieve the wealth you desire.

- **Success library: 24 Hours PLUS of Video from Past training sessions including Q&A Sessions, Transcripts, Audios and member comments and polls.**

Learn the secrets to optimize your money-making ability and get the never-before seen tips you need to amplify your finances, your business (and your life)! Here you will have unlimited access to world class training and past questions asked by members... and with these resources you can leapfrog your success as you learn from other members I have helped to master their "Inner Game of Money."



- **Expert Interviews on EVERYTHING from time management to making more money to the latest developments in brain research!**

Every month you will receive an interview with one of the world's leading experts... allowing you to always stay ahead of the curve and get the edge. These ground-breaking expert interviews will give you the motivation, the strategies and the tactics you need to get from where you are to where you want to be faster and easier than ever before. The more you learn, the more you will earn!

- **Connect with a community of 1,000 PLUS "NeuroTrainers"...**

Interact and network with people who are on the same journey of increased success you are on RIGHT NOW! The connections you'll make and the help you will receive from others will maximize your growth and success.

- **Collaborate with your OWN "accountability partner"**

All NeuroTrainers are encouraged to have an accountability partner who will work to keep you on-track, keep you focused and give you the motivation and encouragement you need to achieve the mindset and inner game you need to succeed! Your accountability partner helps you stay on track as you do your daily "Innercise" program ... and in helping them stay on track, you learn and grow yourself!

- **Exclusive Q@A sessions monthly with World-renowned author and neuroscience researcher Mark Waldman:**

Every month Mark answers your questions on the latest, best and most effective ways to overcome any mental obstacle that may be holding you back from reaching your potential. These powerful sessions are a perfect mix of cutting edge new methods and specific answers to your specific questions.

## What the Client Receives

1

**Bonus #1: You Get A World-Class Community And Online Mastermind Forum combining the best of social networking to help YOU connect will fellow brain trainers.**

Bonus #1

**Includes 90 Days GOLD**

90 Day Membership Into  
GOLD Community

~~1 Month = \$197~~

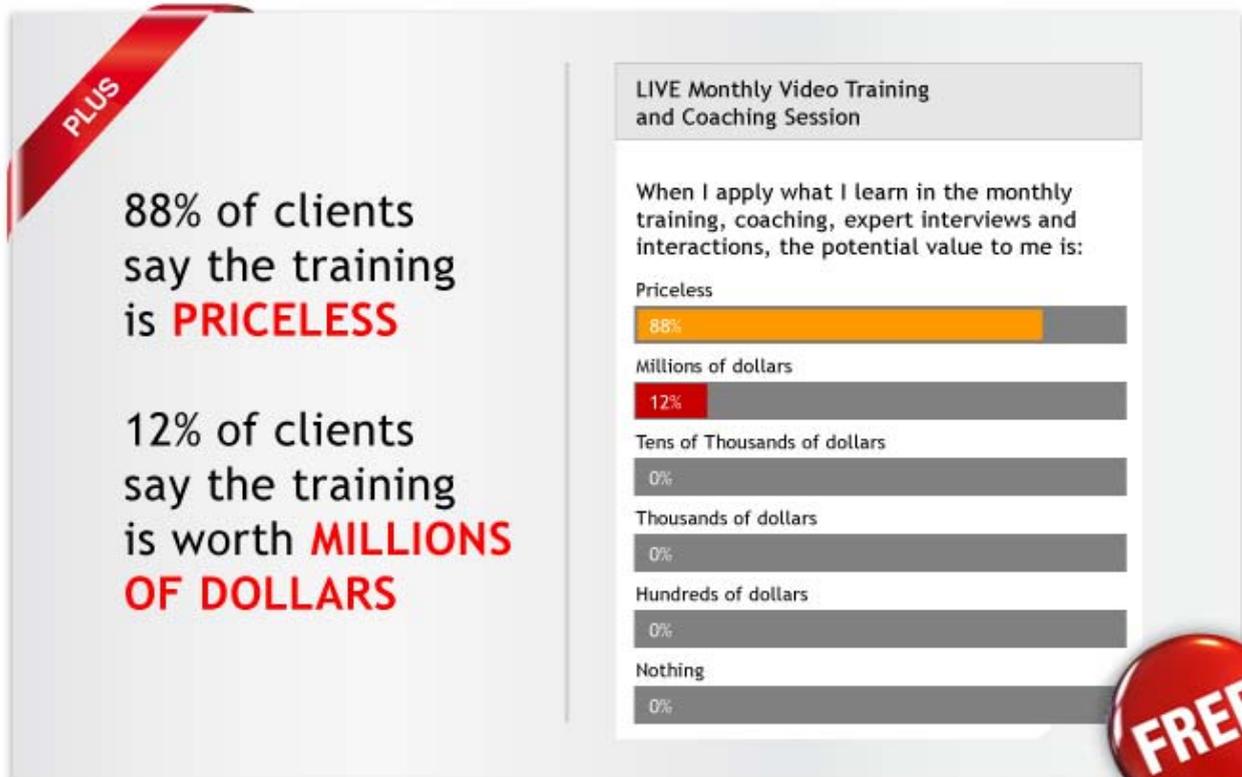
~~3 Month = \$591~~

**FREE**

## What the Client Receives



You Receive Two Hours of Live Step-by-Step Training and Coaching Every Month



## What the Client Receives



**PLUS** You Get My Personal Interviews & Training With Experts



**Bonus #2:** I'm EVEN Opening My Last 12 Months Of Coaching & Training For You. It's my "Total Success Library"

Bonus #2

**Includes 12 Month Library**

12 months of Training & Coaching

~~12 months \$2,364~~

FREE

12 MONTHS 1 YEAR  
365 DAYS 52 WEEKS  
8760 HOURS  
525,600 MINUTES 31,536,000 SECONDS

## What the Client Receives

3

**Bonus #3: A little while back I did 21 Incredible Once-In-A-Lifetime Expert Interviews for a very exclusive Clients' Only training I called "Success Manifestors."**



+

**PLUS You Get SIX Additional Sessions**

## What the Client Receives

That brings your total value to \$5,543.00 ... but your price is far, far less. When you invest in Winning the Game of Money NeuroTraining program today, you get ALL THIS for only \$997.00 ... LESS than our price online or ANYWHERE ELSE.



<b>Bonus # 1</b>	90 Days Gold Membership (3 months)	\$591.00
<b>Bonus # 2</b>	12 Month Total Success Library	\$2,364.00
<b>Bonus # 3</b>	Success Manifestors (Expert Interviews)	\$1,591.00
		-----
	TOTAL	\$4,546.00
	 Winning The Game Of Money	 \$997.00
		-----
	TOTAL	<del>\$5,543.00</del>
	 YOUR COST TODAY:	 \$997.00

# TESTIMONIALS



“I have achieved amazing results after using the program. I have been able to organize my business with systems in place and have kept a strong focus on my goals. I am proud of my ability to **take charge of my business and follow through on anything I start. My income this year compared to last year has doubled** and my # of clients in the last few months has tripled. I have also added 2 new agents to my team in the last month.”

—Cheryl Hampton



“I have **so much more clarity, I feel in more control** of my life every day, I am communicating to my prospects and my clients with **more confidence** and above all I truly believe that every goal I set out to achieve **I will achieve without a doubt in my mind ... I am doing what it takes every day to ensure I do achieve my goals.**”

—Tania Allen



“**I completely stopped reacting on any negative situation in life;** I’m always looking for opportunities now. **As a result I am now handling so many great challenges in business with unbelievable confidence and certainty.**”

—Ivan Zimbitskiy, Small Business Consultant



**“I’ve experienced great breakthroughs**, brilliant ideas on how to serve my clients, new product offerings and achieved new business and the strategic alliances I knew I’d come in contact with.”

—**Debora McLaughlin, CEO, Open Door Coaching**



**“I have been petrified of selling**, even though I am in the sales & marketing field. My confidence is now soaring. **I am making calls, presentations**, decisions, etc. with my business that is awesome and now I am closing sales.”

—**Linda Shaffer Gates**



**“For the first time ever when doing a presentation I didn’t panic or stress, I wasn’t nervous or anxious at all.... It was fantastic!!** The company that I ran the presentation and workshop for said that it was the best session that they have had all year...**the program has really helped me feel confident** and I was able to deliver an awesome workshop **and I now have 4 new clients from it!** Thank you so much!”

—**Kylie Petroni**



“My Inner beliefs have changed so much from poverty thinking to its OK to have money for helping people. I am a Counselor and have lived on \$12,000 dollars a year on a Widows benefit. Now doors have opened up and I have been approached to do work with families, which are going to bring in 5 times or more than what I am earning now!”

—Joanie Sanderson



“I was all over the place with no focus. **In the last two weeks alone** I have outsourced the technical issues that were given me problems and **have become much clearer on the strategies I need to put in place to make my vision happen.**”

—Cheryl Tancreti Campbell



“**Finances have started to flow. I started writing my book, feel strong, positive, happy, and grateful each day.**”

—Mary Taylor-Whyte, Lemon Coaching



As a matter of fact, there are many doctors and scientists who've spent their life studying the brain saying this is the most amazing program they've seen. Jeffrey Fanin at the Center for Cognitive Enhancement is considered the world's leading expert for mapping the brain. He says:

"This program is nothing short of amazing, it incorporates a plethora of cutting-edge techniques for changing the brain; techniques that really work."



Dr. Brian Alman is CEO of Tru-Sage International is considered one of the doctors of last resort for people with major weight issues. He said,

"The incredible mix of cutting-edge technology and positive psychology will transform the lives and results of any business owner and entrepreneur who uses it. It's also natural, empowering, fun, simple & relaxing... a powerhouse solution."



"John's program is different in his comprehensive method in giving people a holistic approach to solving problems and achieving great success. He doesn't offer only bits and pieces of information, but he joins them together, goes down to the bottom of the well of knowledge and brings it up in one round, perfected piece that is doable, understandable, not only on the surface, but rather on a deep subconscious level."

—Monica Subai



“Since beginning the program... it’s almost unbelievable. **The sales in our company have soared, my confidence levels have boosted and are growing every day**, and I’m noticing an abundance of new opportunities every day, I finally believe I am capable of achieving anything and **I can actually take the action steps to make it all happen.**”

—Daniella Gonzales



“**It has opened my courage up to get involved with two high-ticket service contracts to help my business success.** I would never have taken those risks without the encouragement from the Brain Training.”

—Merrilee Kinzi



“Within months of using the program I have experienced a huge increase of awareness, taken control over my finances, on my way to live a debt free life and I can now see many wonderful opportunities in my future, all thanks to John’s program. Without it I’d still be lost and wasting who knows how many more years of my life. I am so confident than what I’m doing right now with the program is taking me towards a fulfilling, happier and abundant life. This is by far the best program I’ve ever invested in. It will change your life you don’t know what you’re missing!”

—Martha Arifin



“Since starting this program I have gained a powerful focus on my goals and have begun to reach them. **I have had a 30% increase in my income in only 30 days!**”

—Jorge Teixeira dos Santos



“I have tripled my income in just 5 weeks, feel more confident and certain than I have ever done and have made some really exciting plans and goals for my business this year.”

—Nikki Brown



“**It appears that I am in the midst of a financial resurrection.** Most importantly – I realized that **positive emotions and feelings about wealth and money are like a “magnet” for wealth and abundance** – The results I have **achieved in the last 90 days are a doubling of my company’s revenue. My income levels rose 2.5x to 3x...**”

—Carl Katz

# VIDEO TESTIMONIALS



“I purchased the neuro-training system at the end of November, 2010. I was starting a new business. It has been amazing. It has surpassed my wildest dreams. In December I actually had a 10% increase in my business. In January, 2011, I had over 300% increase in my business. The following month I had another 300% increase.”

—Michelle Manning-Kogler



“I purchased the training system in September 2010 when my financial situation wasn’t good. I believe at that time I was not living to my full potential. I spent thousands of dollars in the last 20 years on great programs. But no other programs were exclusively focused on training of subconscious mind. I decided **thanks to the system and through affirmations to double my best year ever.** Well, after 12 months exactly that happened. If someone is looking to invest in system, **I say go for it.**”

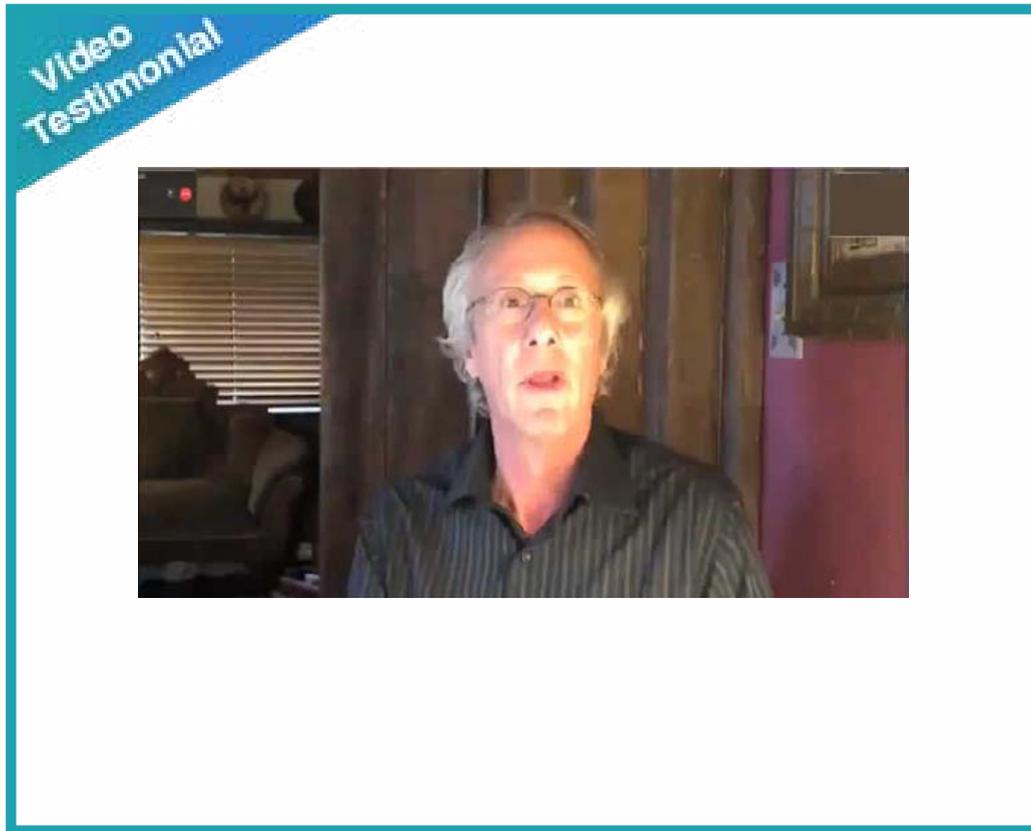
—Lazo



“I have invested a little over \$45,000 in programs over the past 10 years and haven’t really gotten a lot out of them. This system has totally just shedded light on things that I was stuck on. **By end of the year I will be at 1.25 millions dollars. It’s all thanks to the system, I kid you not.** In the next 3-5 years I am looking at 7+ million.

If someone out there is thinking of getting involved and investing in your training system...**DO IT is all I have to say, the value of the program is endless.**”

—Jo Johnson



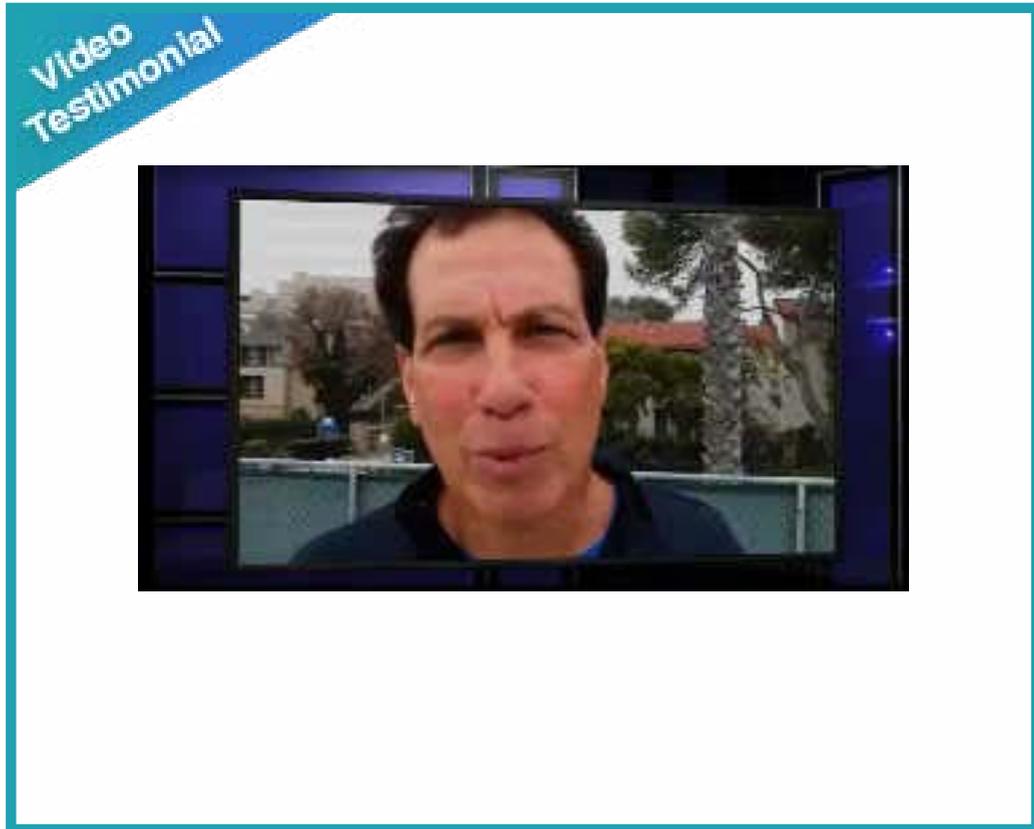
“As an author of 12 books and a faculty member of Loyola Marymount University, I specialize in adapting neuro-scientific principals and training executive MBA students to be more successful at work. I work with some of the most brilliant minds in the world and I believe that John Assaraf has created **one of the most innovated and technologically sophisticated programs that can actually change the functioning of your brain.** I have been using his brain training programs for almost a year now and the **results in my business and personal life have been profound.** It has reached places inside of me that **years of therapy have never touched.** There is nothing like this program in the world and based on my brain science research and **I am certain that this program will genuinely transform your life.**”

—Mark Waldman



“This is the very first program I actually stuck with. **I set a goal to double my income to \$75,000 and I achieved it in 6 months. Over the next 12 – 36 months I tripled my income.** Have faith in the system and know that it will work. I look forward to it every day.”

—Steven Lee-Burman



“I have a Ph.D. in clinical psychology and I help people get unstuck... CEOs, billionaires, athletes, When I found out about John Assaraf’s program, The Winning the Game of Money, I found he has captured the greatest technologies and most effective approaches to helping people. I recommend this to my clients and it is something you can do at your own pace in.”

— Dr. Brian Alman

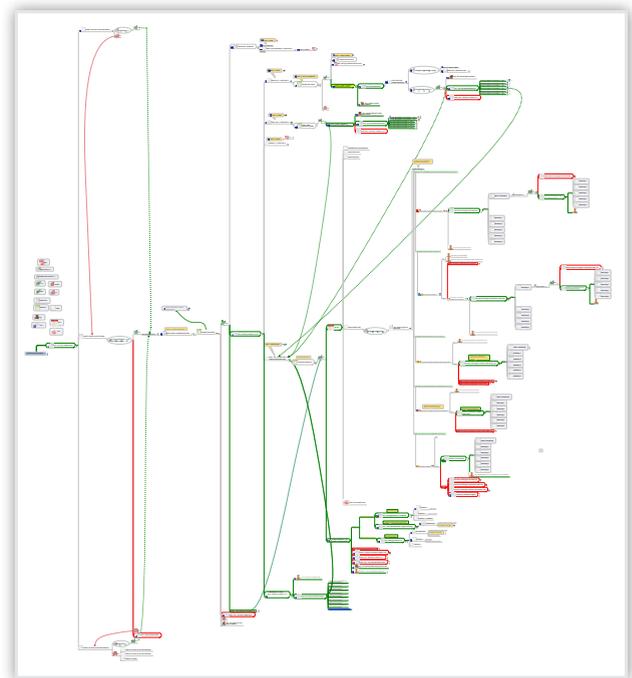
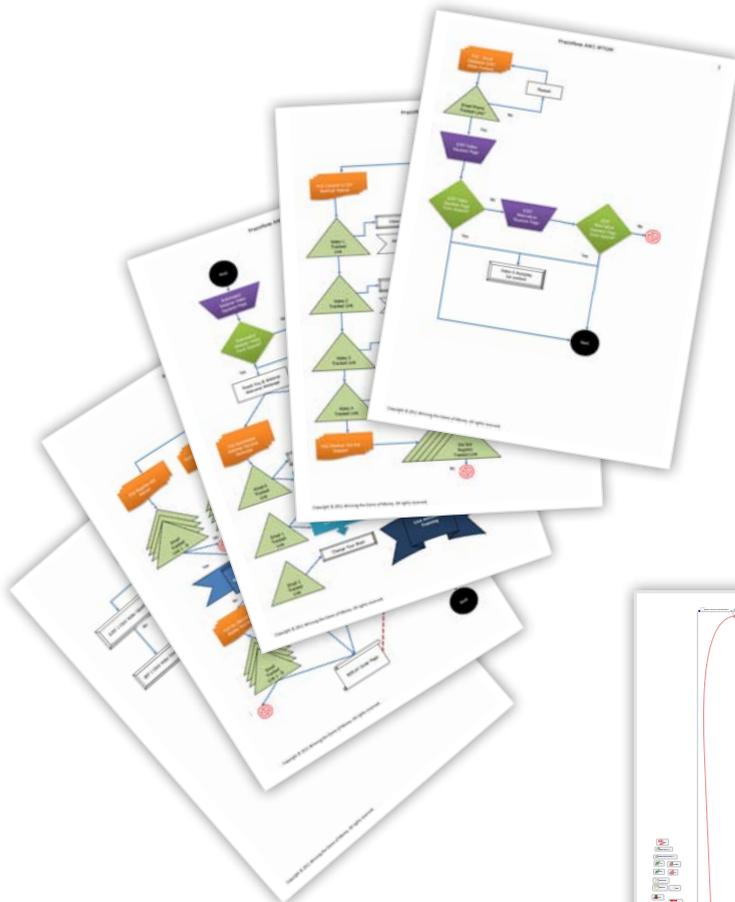


“I’ve done pretty well for myself but **I knew there was something more** and I just hadn’t reached that level yet. In the last 11 months I’ve seen a great deal of focus. This program is different because it doesn’t just give you the touchy feely stuff **it really is based in science**. Let me challenge you do you think it’s worth 45 minutes to an hour a day to change your life?”

—David Gross

## Systems and Processes

### High Level Overview



# Systems and Processes

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## Automated Webinar Process – Four Phases

- Full Automation – 24/7 365 Days
- Complete Self Segmenting – Containing 10 Follow Up Sequences and 65 Different Emails

### Phase 1 – Conversion to the \$397 Webinar Training series

- Step 1 – How Do You Fill the Top of the Funnel?
  - ◆ Proven Email Sequence → Top of the funnel
    - 834,000 emails sent
    - 17% open rate
    - 46% click through rate
    - \$10.52 Earnings Per Click (EPC)
    - \$2.41 Per Email Sent (PES)
  - ◆ Banner Ads → Top of the funnel
  - ◆ Social Media → Top of funnel
  - ◆ Blog Articles → Top of the funnel
  - ◆ Bonus For Your Optin's (your list) or Upsell Bonus → Top of funnel

## Systems and Processes

### ■ Step 2

- ◆ \$397 Video Training Conversion Page
  - 49.7% Conversion Rate Into The Training Series
- ◆ <http://webinars.praxisnow.com>

**WARNING: If You Had Only Known Earlier ...**

### Here's How You Can Double Or Triple Your Income In The Next 12 Months

Register now to receive this \$397 video series for FREE.

Learn how to unplug the channels in your brain to Win the Game of Money.

Doubling or tripling your income in the next 12 months is possible.

**Get Instant Access Now To Our \$397 "Winning The Game of Money" Video Series... Totally FREE (for now!)**

Enter Your Name

Enter Your Email

- ◆ \$397 Video Training Conversion Page II (Page and content auto start when prospect exits page)
  - 4.6% Additional Conversion Rate Into The Training Series

**WARNING: Enjoy the first video without registration**

### You are watching the FIRST video of the \$397 Winning The Game Of Money video series.

Download the workbook and start re-training your brain to make more money. The next three videos are stacked with lessons, workbooks and exercises. This \$397 video series won't be FREE forever!

**Gain Access to the entire video series now for FREE NOW. Enter your information now to gain access.**

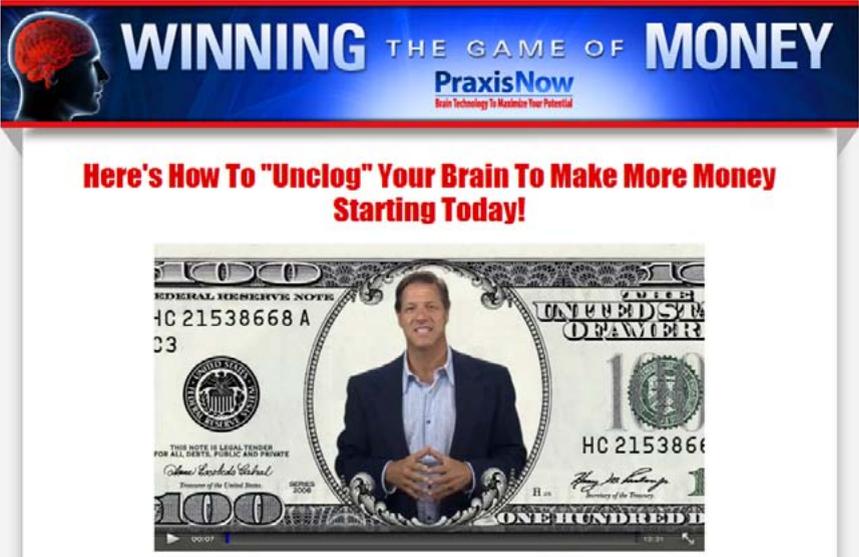
Enter Your Name

## Systems and Processes

### Phase 2 – Conversion to the Special Advance Training Automated Webinar

- Five Incredible Content Videos & Four Powerful Content Workbooks

◆ <http://webinars.praxisnow.com/get-started-unclogging-your-brain-for-more-money/>



**WINNING THE GAME OF MONEY**  
PraxisNow  
Brain Technology To Maximize Your Potential

**Here's How To "Unclog" Your Brain To Make More Money Starting Today!**

FEDERAL RESERVE NOTE  
HC 21538668 A  
UNITED STATES OF AMERICA  
ONE HUNDRED DOLLARS  
HC 2153866

◆ <http://webinars.praxisnow.com/how-your-thoughts-beliefs-and-habits-keep-you-stuck-financially/>



**WINNING THE GAME OF MONEY**  
PraxisNow  
Brain Technology To Maximize Your Potential

**Break FREE Of The Thoughts, Beliefs & Habits That Are Keeping You Stuck Financially**

After you watch the video to the right  
Scroll down to find out  
about a Fantastic Bonus

PraxisNow  
Brain Technology To Maximize Your Potential

## Systems and Processes

- ◆ <http://webinars.praxisnow.com/whos-really-in-control-of-your-income/>

**WINNING THE GAME OF MONEY**  
PraxisNow  
Brain Technology To Maximize Your Potential

**Who's Really In Control Of Your Income?**

**IMPLICIT**  
HIDES DEEPEST BELIEFS  
SELF IMAGE  
FEARS  
INSECURITIES  
LACK OF CONFIDENCE

**EXPLICIT**  
FINANCIAL DECISIONS  
TAPS INTO PAST EXPERIENCES  
MIXES INTUITION  
MIXES CREATIVITY  
FOCUSSED ON EFFICIENCY  
SET GOALS  
THINK ABOUT GOALS  
MAKE CONCIIOUS DECISIONS  
SHORT TERM RESULTS

08:41 14:33

- ◆ <http://webinars.praxisnow.com/having-the-right-strategies-and-tactics-to-win-the-game-of-money/>

**WINNING THE GAME OF MONEY**  
PraxisNow  
Brain Technology To Maximize Your Potential

**Here's What To Do... And How To Do It... To "Win The Game Of Money" Once And For All!**

**DESTRUCTIVE HABITS**  
DEMOTIVATE AND BLOCK YOU FROM  
FINANCIAL SUCCESS  
FREEDOM  
LIFESTYLE OF YOUR DREAMS

00:23 10:23

## Systems and Processes

◆ <http://webinars.praxisnow.com/webinar/webinar-register.php?>

The screenshot shows the PraxisNow webinar registration interface. At the top, the PraxisNow logo and tagline 'Brain Technology To Maximize Your Potential' are displayed alongside the title 'WINNING THE GAME OF MONEY'. Below this, a video player shows a man speaking, with the PraxisNow logo overlaid. To the right of the video is a registration form titled 'RESERVE YOUR SPOT! WEBINAR REGISTRATION'. The form includes four sections: 1. 'Which Day Do You Want to Attend?' with a date selector; 2. 'Which Time Works Best For You?' with a local time of 6:12:57 PM and a time selector; 3. 'Where To Send The Invitation:' with input fields for name and email; 4. 'Notifications' with an SMS alert checkbox. A prominent orange button labeled 'REGISTER NOW' is at the bottom right. Below the video, a red banner says 'REGISTER FOR THE WEBINAR' with the subtext 'Use the form on the right to reserve your webinar seat'. Further down, there is a section for 'Pre Registration For Advanced Special Training' with detailed text and a 'FREE INSTANT ACCESS' badge next to a book titled 'WINNING THE GAME OF MONEY'.

### Phase 3 – Conversion From Registration To Special Advanced Training To Showing Up For the Special Advanced Training

#### ■ Prospective Client Bonuses and Contest

- 1) \$5,000 Contest run every three months → One-On-One Coaching with John Assaraf
- 2) \$249 Show Me The Money Training Package For All Prospects That Watch To The End

## Systems and Processes

### ■ Congratulations Page

- 1) John Assaraf Important Message
- 2) Two content videos
- 3) Download Playbook with pre-webinar money mindset exercises

<http://webinars.praxisnow.com/pages/special-training>

**PraxisNow**  
Brain Technology To Maximize Your Potential

CALL NOW (888) 227-4971 HELP

CBS ABC The Daily Show NBC CNN

### Download Prior To Your Scheduled Training

Advanced Training Playbook  
Winning the Game of Money

Right click and select "Save Target As"

00:01 02:44

Here's a couple more excellent training videos that will help you. Watch These Brain Training Videos Today

### Unclogging Your Brain For More Money

Download Your Workbook

Unclogging Your Brain For More Money

Right click and select "Save Target As"

00:00 00:00

### How Your Thoughts, Beliefs & Habits Keep You Stuck Financially

Download Your Workbook

How Your Thoughts, Beliefs & Habits Keep You Stuck Financially

Right click and select "Save Target As"

00:00 00:00

## Systems and Processes

- Special Advanced Training Workbook



- Tested Email Conversion Campaigns and More Content Video

<http://webinars.praxisnow.com/ras-video>



**R.A.S. (Dave Video)**



## Systems and Processes

■ Winning The Game Of Money Info Graphic



## Systems and Processes

### Phase 4

- Conversion To Special Advanced Training Order Page And Replay Page Order Form
  - ◆ 25% of Prospects Who View Offer Are Buyers
  - ◆ 55% of Prospects Buy From Live Webinar Order Page
  - ◆ 45% of Prospects Buy From Replay Order Page
- Four Proven Follow Up Sequences Consisting of Four Distinct Campaigns and 33 Separate Emails Guarantee Maximum Conversion
- Special Advanced Training Webinar Replay Sales Page  
[Webinars.praxisnow.com/pages/webinar-replay](http://Webinars.praxisnow.com/pages/webinar-replay)

**PraxisNow**  
Brain Technology To Maximize Your Potential

CALL NOW (858)-277-4971 HELP

### Here Is Your Special Advanced Training Replay

Download Playbook prior to starting video for your chance to Win \$5,000 Training

**Advanced Training Playbook Winning the Game of Money**

**Now Is The Time For You To WIN The Game Of Money Once & For All! Here's How...**

From the desk of John Assaraf:

**Note**

This 70 minute presentation contains cutting-edge details from the most recent neuroscience discoveries, as well as four specific ways to apply these discoveries to change your financial life forever. Before you begin the video, download the playbook and transcript and take active notes as you follow along. Also, at the end of this replay, I give you the chance to win a \$5,000.00 two hour one on one coaching session with me.

**Find us on Facebook**

**John Assaraf**

30,781 people like John Assaraf

Monica Maron Michael Conada Sandra

## Client FAQs

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### **Q: “Is this program right for me? Will it work for me?”**

A: Absolutely! Not only have I used it and proven it, thousands of people and testimonials prove its changing lives. We are all different and unique, come from different cultures and backgrounds, but scientifically, our brains are ALL wired to work the same, and we can program them in any way we want, in positive or negative ways. Brain scientists have discovered these simple daily Innercise™ along with the support and accountability WILL retrain and readjust Your Brain to help you make more money and live the lifestyle you’ve dreamed of.

### **Q: “How easy is it to use this program?”**

A: All it takes is sitting or lying down a few minutes each day. It doesn’t even matter if your mind wanders, or even if you have a hard time focusing. This proprietary program couldn’t be made any simpler or easier to take and apply in your life.

### **Q: “What if the timing’s not good right now? I’m too busy!”**

A: Well, first off, I hope you now understand where those thoughts are coming from... and I’m guessing it’s not the first time you’ve felt you didn’t have time or the time just wasn’t right for something that could potentially change your financial life forever.

The short answer is you can go as fast or as slow as you like. The more you procrastinate, the longer it will take to have the income and lifestyle you want. If your schedule is a concern, all the NeuroTraining and coaching sessions are recorded and transcribed, and everything we do is available 24 hours a day, 7 days a week so you can easily fit this program into your schedule for 30 minutes no matter how busy WHEN you decide to.

### **Q: “John, I just don’t have the \$997.00 today.”**

A: This one is easy. I am so convinced that this will change your life and your retrained brain will start winning the game of money that. I DO NOT want money to be an issue...so when you click thru now you can get the entire program — EVERYTHING— for just three easy payments of \$379.00. One payment now, one in 30 days and the last one in 60 days AND I will STILL honor my 30 day money back guarantee. Click the button to get started right away.

### **Q: “John this all sounds good but I want to think about it.”**

A: First, ask yourself, “Is that coming from the conditioned part of my brain that wants to keep me stuck... or would I really LIKE to have the kind of financial changes these other folks are realizing?” Those old Subconscious, Implicit fears, beliefs and habits will always try to sabotage you and hold you back. We all know how “thinking about it” usually ends up, and now you know why! You’re either going to allow your old programmed thoughts and beliefs to control you, or you override them and take charge of your destiny and financial future once and for all.

## Praxis Now, LLC Joint Venture Agreement

This Joint Venture Agreement (“Agreement”) sets forth the legally binding terms for your participation in the Praxis Now, LLC Joint Venture Program. This is a legally binding agreement between you and Praxis Now, LLC (“Praxis”). By applying to become a Joint Venturer, you agree to be bound by this agreement. All Joint Venture applications are subject to approval by Praxis.

**Definitions.** “Joint Venture Link” means a unique URL designated by Praxis which allows Praxis to identify visitors from your website as originating from you. “Buyer” means an individual or entity that purchases Praxis products and services. “Product” refers to the Praxis products and services for sale to the general public at [www.praxisnow.com](http://www.praxisnow.com). “Expenses” means taxes paid by Buyers, credit card fees, withholding taxes, discounts, bad debts and other writeoffs, a reserve for returns, and currency exchange fees, if any.

**Commission Terms.** Praxis will pay the Commission Amount, below, less Expenses, for each sale of the Product which is identified by a visitor from Joint Venturer’s website using their unique Joint Venture Link. Commissions will be paid via check or PayPal, depending on the preference indicated on your application. Commissions will be paid based on cash received, i.e., monthly for clients that pay monthly. Commissions are paid monthly on the tenth (10<sup>th</sup>) of each month for the purchases for which the 30-day refund policy expired in the previous month, when accrued earnings are \$100 or more. For example, a sale made on January 15 will have a 30 day refund window open until February 15. Commission on that sale will be issued to the

Joint Venturer on March 10. Sales that are refunded to the Buyer in the 30-day window will not result in any commission to the Joint Venturer. All chargebacks by Joint Venturer-generated members will result in the chargedback commission being deducted from future commissions.

**Commission Amount** is currently \$500 for a \$997 sale of Winning the Game of Money; or \$166.66 per payment for a 3-pay of Winning the Game of Money. Praxis reserves the right to modify, update, change, remove, or add commissionable products and services at any time in its sole discretion. Commission amounts are calculated from actual selling price. If we discount any product or program the Joint Venture commission is reduced by the same percentage. For example - 50% off sale would pay 50% of commission.

Revenue generated after the initial Product purchase by the Buyer using your unique Joint Venture Link will result in a 25% commission to you, for all products and services offered by Praxis *except for* coaching, masterminding, and live events. These ongoing commissions will continue for 36 months after your application is approved.

**Sub-Joint Venturers .** Each Joint Venturer may sign up Sub-Joint Venturers and receive a commission for each of such Sub-Joint Venturer’s sales. This commission will be 5% to Joint Venture for each of such Sub-Joint Venturer’s sales on commissionable items (i.e., not including coaching, masterminding, and live events). Sub-Joint Venturers must be approved by Praxis and comply with all terms of the Joint Venture Agreement.

## Praxis Now, LLC Joint Venture Agreement

**Joint Venture Link.** You will be issued a “Joint Venture Link,” or unique URL, which allows Praxis to identify visitors from your site as originating from you. These visitors are tracked with this unique URL and sales are recorded with your Joint Venture ID. To receive commissions, you must use the provided Joint Venture Link. The URL may be in various forms such as a banner, image, or text link. Joint Venturer is solely responsible for assuring that its Joint Venture Link is set up properly to qualify for commissions. You may add or delete Joint Venture Links at any time without our approval, however, as a condition to your participation in the Program, you may not edit or alter in any way (other than to re-size) any Link or any content served through any Link.

**Prohibited Marketing.** Use of the Praxis Joint Venture program in conjunction with any form of SPAM, rented email lists or anything other than your own opt-in customers who have an established relationship with you, is strictly forbidden. Use of the Praxis Joint Venture program or resale of Praxis materials in conjunction with eBay or any other auction sites is also forbidden. Such use – either via auction sites or abuse or misuse of e-mail – will result in termination of your Joint Venture account and forfeiture of any commissions.

**Intellectual Property.** The materials provided as part of the Joint Venture Program are trademarked and copyrighted and may not be reproduced in any form, or by any means, without the express written permission of Praxis International, Inc. You may not reproduce, republish, display, perform, distribute, modify, transmit, reuse, re-post or use the content of the materials for public or commercial purposes

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In connection with, and during the term of, your participation in the Joint Venture Program, you are granted a revocable, non-exclusive, non-sublicensable, worldwide, royalty-free limited license to display and use the Trademarks, Links and such other text or images for which we grant express permission, solely for the purpose of identifying your site as an Joint Venture and to assist in generating Praxis Product sales. We reserve all of our rights in the graphic image and text, any other images, our trade names and Trademarks, and all other intellectual property rights and, except for the limited license granted hereby, you do not and will not obtain any rights in any intellectual property, including, without limitation, the Joint Venture Links and any intellectual property associated therewith, Joint Venture Link formats, technical specifications, guidelines or graphical artwork, copyrighted material, or any domain name. In connection with,

## Praxis Now, LLC Joint Venture Agreement

and during the term of, your participation in the Program, you will grant to us a revocable, non-exclusive, non-sublicensable, worldwide, royalty-free limited license to use your name and logo(s) solely for the purpose of identifying your site as an Joint Venture Program participant. The Trademark must appear by itself, with reasonable spacing (at least the height of the Trademark) between each side of the Trademark and other graphic or textual elements.

The Trademark may not be used to register internet domain names for any purpose. Joint Venture may not use the Trademark to disparage Praxis, its products or services, or in a manner which, in Praxis' reasonable judgment, may diminish or otherwise damage Praxis' goodwill in the Trademark. Joint Venture acknowledges that all goodwill generated through Joint Venturer's use of the Trademark will inure to the benefit of Praxis and hereby assigns and shall assign to Praxis any and all goodwill generated through Joint Venturer's use of the Trademark, without any payment or other consideration of any kind to Joint Venturer, and Joint Venture further agrees to take all actions necessary to effect such assignment. Upon termination of this Agreement, Joint Venture shall cease to use the Trademark.

**Confidential Information.** "Confidential Information" shall include any information, whether oral, written or observed, regarding the terms of this Agreement or sales of the Product. All Confidential Information shall remain the exclusive property of Praxis and shall be immediately returned to Praxis upon request, together with all copies thereof. Joint Venture shall hold Confidential Information in trust and confidence for Praxis and shall not disclose such

Confidential Information or use it for any purpose other than to perform as required by this Agreement. Joint Venture may not disclose Confidential Information to employees or third parties unless it is necessary for such employees or third parties to know such Confidential Information in order for Joint Venture to perform its obligations and duties pursuant to this Agreement.

**Term.** The term of this Agreement will begin upon our acceptance of your Joint Venture application and will end when terminated by either party, or three years from acceptance, whichever comes first. Either you or we may terminate this Agreement at any time, with or without cause, by giving the other party written notice of termination. Within twenty-four (24) hours after termination (whether by Joint Venture or Praxis), Joint Venture must remove all references to the Joint Venture Link from Joint Venturer's web site. After termination, Praxis will pay you any uncontested Commissions earned through the termination date, as long as qualifying sales are not cancelled or refunded by the Buyers referred by Joint Venturer. The final commission payment to Joint Venture will be paid after the end of the calendar quarter in which the Agreement was terminated. You will not continue to earn Commissions after this agreement is terminated.

**Disclaimer.** Praxis will make every reasonable effort to track and pay Commissions for all sales that apply to Joint Venturer. However, Praxis is not responsible for technical problems, acts by third parties, or other events outside our reasonable control which may temporarily disrupt or diminish this service.

## Praxis Now, LLC Joint Venture Agreement

**Privacy.** To protect Praxis customer privacy, we cannot provide identifying Buyer names and contact information to you. However, we will provide a report detailing price, service, date of sale, and certain other data for your records.

**Tax Information.** We are obligated to obtain certain tax information from Joint Venturers who are citizens, residents or entities incorporated in the United States, and from Joint Venturers who are not citizens or residents but whose businesses are taxable in the United States. If we believe you are an Joint Venture from whom we are obligated to obtain tax information and you do not provide this information to us after we have requested it, we may withhold your commission payments until you provide this information or otherwise satisfy us that you are not a person from whom we are required to obtain tax information.

**Relationship.** Nothing contained in this Agreement shall be construed to (i) give either party the power to direct and control the day-to-day activities of the other; (ii) deem the parties to be acting as partners, joint venturers, co-owners or otherwise as participants in a joint undertaking; or (iii) allow either party to create or assume any obligation on behalf of the other party for any purpose whatsoever. The term "Joint Venture" shall not be interpreted as a legal partner or entity, simply as an independent business marketing Praxis products and services under this agreement. Joint Venturers are NOT employees of Praxis and are responsible for their own local, state, or country taxes. Joint Venturer shall not misrepresent Praxis products or services.

**Modification.** Only Praxis may modify this Agreement from time to time in writing, and all modifications are effective upon posting or linking at any Praxis website. IF ANY MODIFICATION IS UNACCEPTABLE TO YOU YOUR ONLY RECOURSE IS TO TERMINATE THIS AGREEMENT AND THEREBY WITHDRAW FROM THE JOINT VENTURE PROGRAM. YOUR CONTINUED PARTICIPATION IN THE JOINT VENTURE PROGRAM FOLLOWING OUR POSTING OF A CHANGE NOTICE OR NEW AGREEMENT ON ANY PRAXIS NOW SITE WILL CONSTITUTE BINDING ACCEPTANCE OF THE CHANGE.

**Assignment.** You may not, without the prior written consent of Praxis, assign this Agreement, in whole or in part, either voluntarily or by operation of law, and any attempt to do so shall be a material default of this Agreement and shall be void. Praxis's rights and obligations, in whole or in part, under this Agreement may be assigned or transferred by Praxis.

**Third Party Beneficiaries.** This Agreement is solely for the benefit of the parties and their successors and permitted assigns, and does not confer any rights or remedies on any other person or entity.

**Waiver.** No failure of either party to exercise or enforce any of its rights under this Agreement shall act as a waiver of subsequent breaches; and the waiver of any breach shall not act as a waiver of subsequent breaches.

## Praxis Now, LLC Joint Venture Agreement

**Severability.** In the event any provision of this Agreement is held by a court of other tribunal of competent jurisdiction to be unenforceable, that provision will be enforced to the maximum extent permissible under applicable law, and the other provisions of this Agreement will remain in full force and effect. The parties further agree that in the event such provision is an essential part of this Agreement, they begin negotiations for a suitable replacement provision.

**Force Majeure.** If either party is prevented from performing any of its obligations under this Agreement due to any cause beyond the party's reasonable control, including, without limitation, an act of God, fire, flood, explosion, war, strike, embargo, government regulation, civil or military authority, acts or omissions of carriers, transmitters, providers, vandals, or hackers (a "force majeure event") the time for that party's performance will be extended for the period of the delay or inability to perform due to such occurrence; provided, however, that You will not be excused from the payment of any sums of money owed by You to Business Advisor; and provided further, however, that if a party suffering a force majeure event is unable to cure that event within thirty (30) days, the other party may terminate this Agreement.

**Construction.** This Agreement shall be construed and interpreted fairly, in accordance with the plain meaning of its terms, and there shall be no presumption or inference against the party drafting this Agreement in construing or interpreting the provisions hereof.

**Remedies.** Except as provided herein, the rights and remedies of Joint Venture and Praxis are set forth in this Agreement are not exclusive and are in addition to any other rights and remedies available to it at law or in equity.

**Binding Effect.** This Agreement shall be binding upon and shall inure to the benefit of the respective parties hereto, their respective successors-in-interest, legal representatives, heirs and assigns.

**Damage Waiver.** IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER PARTY HEREUNDER FOR ANY LOST PROFITS OR OTHER CONSEQUENTIAL, INCIDENTAL, INDIRECT, SPECIAL OR OTHER SIMILAR DAMAGES, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR EXEMPLARY OR PUNITIVE DAMAGES. NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, PRAXIS' LIABILITY TO YOU FOR ANY CAUSE WHATSOEVER AND REGARDLESS OF THE FORM OF THE ACTION, WILL AT ALL TIMES BE LIMITED TO THE COMMISSION AMOUNT, IF ANY.

Joint Venturer understands that Joint Venture tracking can never be 100% accurate and Praxis is not responsible for inaccuracies that might occur. Tracking of Joint Venture sales depend on several factors which are out of the control of Praxis. It is the goal of Praxis to make Joint Venture tracking as accurate as possible; however, Praxis cannot guarantee 100% tracking for situations beyond its control.

# Praxis Now, LLC Joint Venture Agreement

**Acceptable Use Agreement.** You agree to the terms and conditions of the acceptable use agreement found at <http://www.praxisnow.com/legal/terms-of-use>.

**Disputes.** If there is any dispute about or involving the services, you agree that the dispute shall be governed by the laws of the State of California, USA, without regard to conflict of law provisions and you agree to exclusive personal jurisdiction and venue in the state and federal courts of the United States located in the State of California, County of San Diego. Either Praxis or you may demand that any dispute between you Praxis about or involving the services must be settled by arbitration utilizing the dispute resolution procedures of the American Arbitration Association (AAA) in San Diego, California, USA, and the party electing arbitration pays the initial filing fees. The arbitrator's award shall be binding and may be entered as a judgment in any court of competent jurisdiction. The foregoing shall not prevent Praxis from seeking injunctive relief in a court of competent jurisdiction.

**Indemnity.** You agree to indemnify and hold Praxis and its parents, subsidiaries, and their respective officers, agents, attorneys and employees, harmless from any loss, liability, claim, or demand, including reasonable attorneys' fees, made by you or any third party due to or arising out of: this Agreement, a breach of this Agreement, any breach of your representations and warranties set forth above, and/or if any content that you post using the services causes Praxis to be liable to another.

**Entire Agreement.** This Agreement represents the entire understanding relating to the services and prevails over any prior or contemporaneous, conflicting or additional communications.

Date:

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Joint Venturer Business Name:

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Joint Venturer Name:

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Joint Venturer Signature:

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## Praxis Now, LLC

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