



THE CANFIELD TRAINING GROUP  
MAXIMIZING HUMAN POTENTIAL<sup>SM</sup>

Thank you for your interest in submitting a proposal.

If you wish to have us review and consider your proposal, please follow the enclosed instructions, which will help you to prepare your proposal.

Make two copies; keep one for your records and forward one to us accompanied with the signed Release Agreement to:

Self-Esteem Seminars, Inc.  
P.O. Box 30880  
Santa Barbara, CA 93130

Be sure to keep a copy for your records as we will not return any materials.

We look forward to receiving your proposal with the enclosed release form.

Sincerely,

Jack Canfield Companies

Enclosures:  
Tips for your Proposal  
Release Agreement Form

### **To prepare your proposal:**

- Our publisher (we are not the publisher) needs to be sold on the viability of the project and the potential market. An individual can be passionate about their hobby or interest, and may think everyone else will be too, while the market is actually relatively small. We all need to be reassured with facts and figures that there is a viable market for the project.
- Be sure that your proposal is brief (maximum 6-10 pages) and bound with a Binder Clip only (we may need to make copies of your proposal).
- A committee reviews proposals once a calendar quarter. After our review, we will contact you as soon as possible.
- Proposals will not be returned. Remember to keep a copy.
- Proposals are considered for a book based on market viability and your qualifications as a co-author based on your writing and marketing experience and ability.
- We cannot review a proposal that has not been completed.

### **Proposed Idea**

- Why do you want to do this project?
- Proposed name of the project?
- Conceptual summary.
- Proposed chapter titles
- Include 3 sample stories that you feel are representative of the proposed project.
- How much time per week would you dedicate to this project?
- How does this project compare to similar projects?

## **Qualifications**

Include:

- Your writing experience (Please include a list of previously published materials)
- Your editing experience
- Your marketing experience (Why are you the right person to promote and market this project?)
- Your speaking and media experience

## **Market Information**

- Who is the market for this project?
- How big is the market? Please list the sources of your data.
- Will the consumers in this market spend money to buy this?
- Appeal: Why will someone buy it?
- Non-traditional market appeal: Describe the potential with other markets? Who are they?
- Can you secure volume sales in this market? From whom?
- Is the market predominately male or female?
- What is the average age?
- How would you solicit material from this group?



THE CANFIELD TRAINING GROUP  
MAXIMIZING HUMAN POTENTIAL<sup>SM</sup>

Date: \_\_\_\_\_

P.O. Box 30880  
Santa Barbara, CA 93130

I am submitting to Self Esteem Seminars, Inc., D.B.A. The Canfield Training Group a proposal, project or other materials, which for the purposes of this Agreement shall be called the "Material" and is attached hereto or emailed to you under separate cover, which I request that The Canfield Training Group ("CTG") read and evaluate, and you agree to do so.

I am the sole owner and author of the Material and I have right and authorization to submit it to you, with the understanding and agreement of the terms held within this Agreement. I will indemnify you from any claims that may be made against you at any time by any person, firm or corporation in connection with the Material or any use of it.

I agree that any part of this Material which is not novel or original, or is not legally protectable under the law of literary property, or any other similar laws may be used by you without any liability to me; and that nothing in this Agreement will place you in any different position than anybody else with respect to this Material by my submission or your use of it.

I realize that you have access to and/or may create or have created literary materials and ideas which may be similar or identical to my Material in theme, plot, idea, concept, format or other respects. I understand that I will not be entitled to any compensation because of the use of any similar or identical proposal, project or other material. I understand that the review of my Material is, or can be, a lengthy process.

I agree that my Material, once it has been received with this signed agreement, will be evaluated by CTG at a time and place designated by CTG, and that I will be notified of its acceptance or rejection as soon as possible. I agree that you have no responsibility to treat my Material with any added favor than any other proposal, project or other material you have, or may receive.

I realize that if you use this Material and provided that my Material is novel or original or protectable under the law of literary property, and has not been developed or created by CTG or obtained by you from another source, you will pay me the reasonable value of it, and will be treated with no more favor than your standard agreements of a similar nature.

I agree that any claim arising in connection with the subject matter of this Agreement must be brought within six months after your first use of the Material in question and that claim will be settled by a panel of three arbitrators located in the city of Los Angeles, CA, one to be selected by each of us and

they to select a third, all of whom to be persons well acquainted with the publishing industry, training industry or industry of such Material. Such arbitration shall be conducted under the rules of the American Arbitration Association. You agree that you will appoint an arbitrator within 30 days after you have received written notice of my claim and I shall do the same. The arbitrators' decisions shall be controlled by the terms of this agreement, and I agree that the amount of any award by said arbitrators may not exceed Two Thousand Five Hundred Dollars (\$2,500.00).

I execute this Agreement with the express understanding that you agree to read and evaluate my Material in express reliance upon my agreements and warranties within this Agreement. This is the sole agreement between us and there is no other agreement expressed or implied with the respect to the subject matter of this Agreement. I further represent to you that I have consulted with or had the opportunity to consult with legal counsel of my own choosing prior to my execution of this Agreement.

No changes are permitted to this Agreement without your prior written approval. Any such changes or modifications to this Agreement without your prior written approval will deem this Agreement null and void.

I understand that whenever the words "you" or "yours" are used above, it refers to (1) The Canfield Training Group (2) Any company affiliated with CTG by way of common stock ownership or otherwise, and (3) Your officers, agents, employees and/or stockholders.

I have retained a copy of my Material and I release you from liability for loss or other damage to the copy that I have sent to you.

I have attached or enclosed a copy of my Material to this Agreement and I warrant that all of the important elements of my Material are complete.

Sincerely,

---

Signature

---

Date

---

Street Address/Apartment Number

---

City/State/Zip

---

Email Address

---

Fax Number/Telephone Number

---

Name or Title of Project