

**YOUR EXCLUSIVE PUBLISHING
ADVERTISING OPPORTUNITY**

OFFICIAL PARTICIPATION

INVITATION

**THE
AGELESS
EXECUTIVE**



**The Science of Longevity
in the Boardroom**

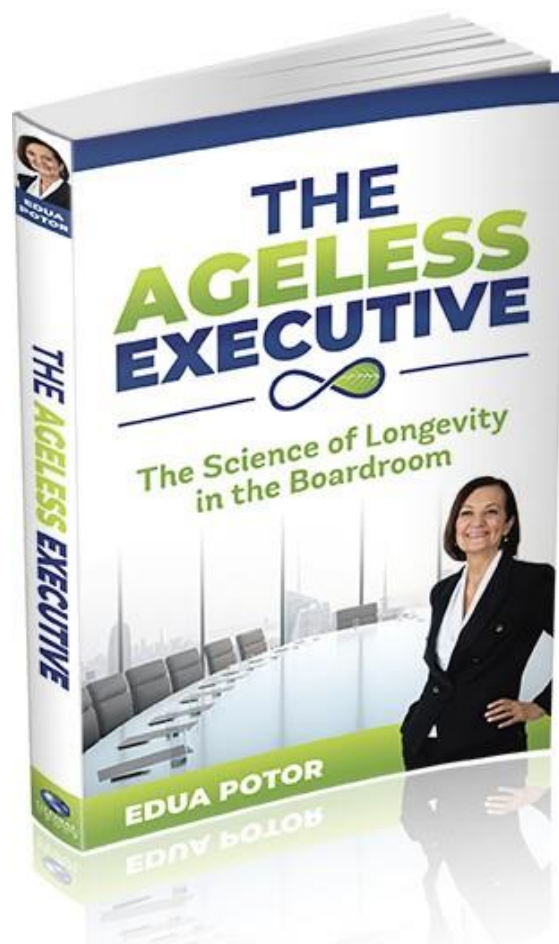
EDUA POTOR



OVERVIEW

OF THE OPPORTUNITY

- ✔ You are invited to take part in a rare opportunity to become an exclusive advertiser in an upcoming book **THE AGELESS EXECUTIVE**.
- ✔ The book is written by International author, presenter, researcher and executive coach, Edua Potor. It will be published and distributed by one of Australia's largest and most successful international publishing companies, "Global Publishing Group".
- ✔ It will reach markets all around the world, with a focus on Australia and New Zealand. The target market is Senior Executives, CEO's, Boards, Business owners, Entrepreneurs, Decision Makers. See the marketing section below for more information on this.
- ✔ The book is unique because it presents science-based data that leaders must be aware of to reach and maintain peak performance when running a company in today's changing leadership landscape.
- ✔ You have been identified as a potential participant/advertiser among a handful of reputable companies in your field. I've come to you first, before contacting others, because I will only endorse one player in each industry sector.
- ✔ For more on **THE AGELESS EXECUTIVE** and your participation options, read on.



SAME TARGET MARKET

- The stakes have risen markedly in the recent turbulent years for leaders when it comes to facing unexpected challenges.
- The Global Health crisis has required them to make quick decisions, respond rapidly, and convey their directives clearly, taking into consideration the impact on their employees, their company and the bottom line.
- Most CEOs are very driven, and in times of pressure and stress, their natural tendency is to drive even harder.
- Executive Leaders are fully aware of the personal costs of high-level leadership, and some have difficulty handling stress.
- **THE AGELESS EXECUTIVE** is offering breakthrough solutions, targeting the executive market.
- This proposal covers the statistics demonstrating a receptive audience / readership for the same target market as your clients/customers.
- **THE AGELESS EXECUTIVE** as a conduit to your own target market.

WHAT IS IT ABOUT?

1. *The book offers breakthrough strategies to help reach and maintain peak performance and hold stress under control.*
 - How to achieve superior Brain function
 - The 13 Powerful obsessions of exceptional executives
 - How to make water “wetter” for extraordinary wellbeing and peak performance
 - The secrets of longevity hidden on your dinner plate
 - The medical truth about the impact of sleep on your work and in your life
 - How to beat adrenaline addiction and avoid burnout
 - How to access the unfair advantages leading to high achievement with the latest scientific research on health and longevity
2. **THE AGELESS EXECUTIVE** *uncovers the secrets to deal with stress and longevity in the boardroom makes the book a must-read for seasoned Executives as well as those new to leadership.*



STATISTICS

***REGISTERED Co'S / CEO'S / TARGET MARKET / SALARIES**
*** DEMOGRAPHICS**

Australia

- Number of trading companies = number of CEO's or Executives
- 2,402,254 actively trading businesses (June 30 2021)
- 1,720 large corporate groups (turnover greater than \$250 million)
- CEO/ Executive salary in Australia starts at \$204,000 AUD + (July 2022)
- Earning \$180,000 or plus = top 10 per cent of earners in Australia (ABS)
- **Executive median age bracket 45 - 54 years and 71% are 45 - 64 y.old**
- Gender split of 83% male - 17% female

New Zealand

- 562,520 registered enterprises
- Average salaries range for CEO's \$111,000 NZD to \$352,000 NZD. This compares to the average New Zealand salary of \$60,000 and annual median waged income of \$44,886 (2013 NZ Income Survey)

USA

- 8,000,178 Total Employer Establishments (2020 Economic Surveys Business Patterns)
- 20,139 large businesses
- 38,708 Chief Executive Officers currently employed in the US
- The average CEO salary in the US is between \$605,167 and \$1,031,554. (Aug.2022)
- Average 54.1 years (2018)

***MENTAL HEALTH * EFFECTS OF STRESS**

Increase of interest in mental health and wellbeing in the workplace in

Australia

- In 2020-21 many Australians (61%) took actions to help manage their mental health. Of all people aged 16-85 years:
 1. 37% increased their level of exercise or physical activity
 2. 29% practiced thinking positively
 3. 28% did more of the things they enjoy.
- In 2020-21, 3.4 million Australians aged 16-85 years (17%) saw a health professional for their mental health.
- 82% of illness is stress related

WELLBEING AT WORK * HEATH SAVVY CEO'S

- For organizations across the world, 85% of costs are absorbed by their people. (PWC)
- Talent is the “make or break” of an organization, so an inclusive, supported, and HEALTHY workplace just makes good business sense. (Sonder)
- Health was the responsibility of the individual, but now it’s also critical for the employer (Deloitte)
- Leading organizations, listed below, are approaching wellbeing as a strategic priority, presented at the Wellbeing at Work ANZ Leadership Summit. (2021)
 1. **Deloitte** - Head of Talent - Breckon Jones
 2. **Blackmores** - Global Organizational Development Director - Francine Boyes
 3. **Sumo Salad** - CEO, THR1VE, and former co-founder - Luke Baylis
 4. **Sonder** - Head of Enterprise - Dave Watson
- The contemporary Health Savvy CEO is an agent of change for organizational wellbeing and makes it their mission to ‘walk the talk’
- Case studies highlighting new role of CEO from Accor, Atlassian and Woolworths – (McKinsey & Company - Lurie and Tegelberg)

MARKETING

Target Market:

- Executives/Business Leaders/Entrepreneurs
- Demographic: Men/women, 35-75 years.

Reach of book:

- Markets all around the world in over 50,000 outlets
- International online distribution (e.g. Amazon, Barnes & Noble, Kindle, Ipads, Kobo readers).
- Retail distribution throughout Australia and New Zealand.
- Electronic distribution to over 29,000 outlets globally.
- Published by International Publishing House “**Global Publishing Group**”

Number of years in market and viewing numbers:

- 4-5 years.
- Books are then passed around on average 9 times – with a print run of 5,500, this means the book is viewed by approximately 49,500 people
- Compare the cost of advertising in a newspaper, TV or radio – where exposure through these mediums is just as targeted but attracts a significant upfront cost

RESOURCES SECTION

PACKAGES

Silver

✓ One third page of your company listing; address, contacts & website & logo over 5 years	\$ 2,500
✓ 20 Tickets to live 2 hours seminar event held by Edua Potor on the Gold Coast in February 2023 Tickets \$295.00	\$ 5,900
OR	
✓ Keynote address for your staff or one of your clients by Edua Potor	
✓ 50 copies of “The Ageless Executive” Books \$29.95 each for your staff or gift for your clients (with your advertisement in the resources section)	\$ 1,497.50
Total Package Value	\$ 9,897.50
Your Investment Only	\$ 4,997

Gold

✓ One half page of your company listing; address, contacts & website & logo over 5 years	\$ 4,500
✓ 30 Tickets to live 2 hours seminar event held by Edua Potor on the Gold Coast in February 2023 Tickets \$ 295.00	\$ 8.850
OR	
✓ Keynote address for your staff or 2 of your clients by Edua Potor	
✓ 70 copies of “The Ageless Executive” Books \$29.95 each for your staff <u>or gift for your clients</u> (with your advertisement in the resources section)	\$ 2,096.50
✓ Your Company logo on The Ageless Executive website for 12 months @ \$1,000/month	\$ 12,000
Total Package Value	\$ 27,446.50
Your Investment Only	\$ 8,997

Platinum

✓ One full page of your company listing with address, contacts, website & logo over 5 years	\$ 9,000
✓ 50 Tickets to live 2 hours seminar event held by Edua Potor on the Gold Coast in February 2023 Tickets \$295.00	\$14,750
OR	
✓ Full day presentation/ workshop for your staff or gift for your clients	
✓ 100 copies of “The Ageless Executive” Books \$29.95 each for your staff or gift for your clients (with your advertisement in the resources section)	\$ 2,995
✓ Your Company logo on The Ageless Executive website for 12 months @ \$1,000/month	\$12,000
✓ Email feature /endorsement of your company to our database x2 @ \$2400ea	\$4,800
✓ Handout / flyer on seats & endorsement from stage at our live seminar in February 2023	\$1,500
Total Package Value	\$45,045
Your Investment Only	\$12,997

GUARANTEE



- As each of the packages listed above comes with included copies of THE AGELESS EXECUTIVE, your investment provides the opportunity to have a guaranteed return on investment.
- NOTE: No other advertising opportunity offers you the chance to return your investment in this way. Nor can you get a celebrity endorsement that is priceless for such a small investment.
- You can choose to sell the books at retail (\$29.95), provide a discount for your clients or even use them as a bonus give-away to add additional value to your customers. Either way, this is a significant value add opportunity for your business!

CLIENT COMPANIES EDUA POTOR

WORKED WITH

PRESENTING

Edua Potor



International author | Presenter | Researcher | Executive Coach

- International author - Presenter - Researcher - Executive Coach
- Edua Potor is a Global Executive Search Researcher, experienced in identifying C Level Executives and Boards. She searched for and interviewed well over 15,000 executive candidates.
- During those interviews, Edua acquired a good understanding of the stresses and health risks faced by Senior Executives. Combining her own personal experience in recovery and her thorough study and research in the fields of health and longevity, Edua reveals in her new book, **THE AGELESS EXECUTIVE**, critical breakthrough strategies to upgrade your body, melt away excess weight, get younger and rejuvenate your brain!
- She studied, researched, trained with, and learned from, experts and leaders in health, wellness and mind management and accumulated a wealth of information from scientists all around the world, some of which were awarded Nobel prizes for their discoveries of the keys to ageing, life span and health span.
- Edua started her life in East Europe, where her family experienced the Hungarian uprising against communism, fleeing to Austria as political refugees. They experienced further expulsions from countries undergoing political turmoil, mainly in the Congo, Ruanda and Burundi. She then made an easy choice to relocate to Australia!

- She lived in and visited 23 countries, was drawn to spiritual studies, eastern philosophies, and healing modalities and learned 5 languages. English is her fifth language and she is still fluent in French.
- She has a bachelor's degree in Homeopathic Medicine (BHM), AdvDip In PR and a Graduate Certificate in English Language and Literature from the University of Oxford.
- She is an enthusiastic student of life, health, consciousness, and longevity, aspiring to the marriage of health, science, spirit and business.
- Edua has established herself on the beautiful Sunshine Coast of Queensland, Australia and starts each day walking barefoot on the beach or trekking through sand dunes and forests.
- Her mission is to revolutionize wellness, its perception and importance, in the workplace

PARTICIPATION AGREEMENT

Please take the time to fill in all necessary details, ensuring that all spelling and numbers are correct and legible, then email to edua@theagelessexecutive.com

Yes, I am ready to take the next step and be part of the upcoming book

Your Full Name: _____

Name: _____

Company Name: _____

Postal Address: _____

Suburb: _____ State: _____

Postcode: _____ D/L (___) _____ Mobile: (___) _____

Email: _____

Package (please tick): Silver Gold Platinum

Terms of Agreement:

- As a contributor to **THE AGELESS EXECUTIVE** you will be provided with 2 weeks to complete and return the information and logo for the book.
- As a contributor you will need to supply a high quality (300 dpi) logo
- **THE AGELESS EXECUTIVE** book and brand are very important to us. Any information that seriously discredits a contributor will affect our brand. **THE AGELESS EXECUTIVE** reserves the right to terminate a company or person's involvement at any stage of the process.
- This contract cannot be cancelled once the book has gone to print.

Once you have approved your advertising, **THE AGELESS EXECUTIVE** will use your material as stipulated in the chosen package.

I agree to invest \$ _____ for being an advertiser in **THE AGELESS EXECUTIVE** listed in the resources directory.

I will also receive from Edua Potor the Qty of books stipulated in my package of choice as part of my advertising Investment in the book.

I will also receive the number of tickets stipulated in my package of choice.

OR (please tick only one choice)

I will be presented the keynote address/seminar/workshop as set in the package of my choice.

Yes, I have read and accept the 'Terms of Agreement' outlined above.

Name: _____ Signature: _____ Date: _____

Please email this form to: edua@theagelessexecutive.com