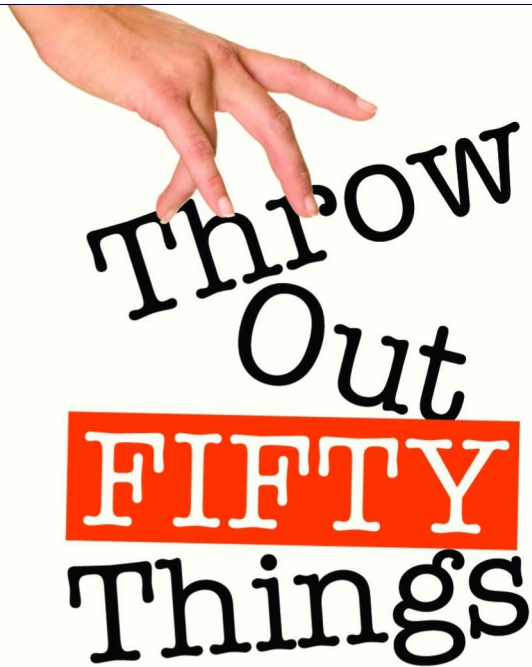


Gail Blanke's



Your Guide to Becoming a Charter Coach

Throw Out Fifty Things Movement

Clearing the Clutter and Finding Our Lives...Together

INTRODUCTION

Over the last decade, I've coached and worked with tens of thousands of people - CEOs of *Fortune* 500 companies, presidential candidates, and ordinary people out to accomplish extraordinary things. I've worked with big corporations like American Express, TIAA-Cref, Mastercard International, Morgan Stanley, S&P, UBS, and GE and small start-ups. I've used the methodology outlined in *Throw Out Fifty Things* for many years before the 2009 publication of the book. It works. Now I'd like to share it with you.

It may seem counter-intuitive to throw things out in bad times, when everyone is trying really hard to hold on to whatever they've got. But actually, this is *exactly the right moment* to let go of the "life plaque" - the physical and emotional clutter that's been clogging the arteries of our lives - and has kept us stuck in the past. *You can't grow if you don't let go!*

In the next few pages I'll describe why my Throw Out Fifty Things (TOFT) methods are such a success, why I think this is the right time for you to become a Charter Coach, how the methodology works, and most importantly, why this is a unique financial opportunity for you as a coach.

WHY TOFT WORKS

People always ask, "Hey, Gail, why *fifty* things? Here's why: When you hit "fifty," a kind of wonderful momentum takes over and before you know it, the throwing-out thing becomes a habit, an *ongoing mind-set*. You become the kind of person who continuously sheds anything that would weigh you down or keep you from living the life you long for. Yes, fifty is the magic number. And just for the record, my aim for you and all our TOFT participants is not for you to have the neatest, most organized house on the block, but to be *free*.

I've always loved this saying, "*I know I have to do it myself, but I don't have to do it alone.*" And that's the essence and the power of the TOFT Movement: people helping people let go of the debris of the past and move forward *together*. Can you imagine the collective energy we'll unleash? The positive power surge we'll create? We could change the world.

It's clear from the response to TOFT that the book—and the movement it has inspired—go far beyond clearing out clutter. The real purpose of the book and the movement is to

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fulfill the promise of "finding your life." Once people get into the mindset and the discipline of getting rid of anything that weighs them down, they discover their innate power to take control of what has seemed uncontrollable. The activities we suggest in the four stages of the program help guide Coaches and Participants through the process. Naturally, we anticipate that every Coach will bring his/her unique talents and perspective to the program and will work at a pace appropriate for each individual group of participants.

Life Coaches and Executive Coaches who have already used the TOFT methodology with their Participants around the country report that it provides a structure for coaching that is simple, enjoyable, extremely powerful and immensely rewarding. It was from these reports that the vision for TOFT as a licensable coaching discipline was born.

Of all of the coaching strategies out there, why TOFT?

The Throw Out Fifty Things Movement taps into a number of strong, emerging trends worldwide:

- There is a need to refocus following two decades of splurge and accumulation
- People are stuck in a past that no longer works
- A new reality has resulted from the global economic crisis that requires us to rethink who we are and what we need to do to adapt and flourish
- People want to simplify and reduce the physical and emotional clutter in their lives and connect with others
- Coaching—both "life" and "executive"—comprise a compelling and thriving new industry
- Entrepreneurism, once the lifeblood of the American Dream is re-emerging as a logical and attractive work alternative to the influx of "corporate refugees." Coaching provides a means to be independent, earn money and make a difference in the world.

OUR MISSION STATEMENT

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To create a worldwide movement of individuals who help one another let go of the past and move forward with courage...into a future that's as good as they can imagine it.

BECOMING A CHARTER COACH

TOFT will compete in the burgeoning life coaching market as well as in the expanding and increasingly relevant executive coaching space. Many universities as well as independent coaching and certification "schools" have instituted credentialing processes and have in the process introduced the concept of "coaching certification," which will be an integral part of the TOFT plan.

The responses on the TOFT website, on Facebook and Twitter, to my *Real Simple* columns, and my television and speaking engagements make it clear that, while those who read the book are eager to take on "de-cluttering," they soon figure out that what they really need is some support. The real key to the TOFT coaching methodology is this motivational and encouraging support that comes from coaches who work with groups as well as individuals. Each Participant will get a "toolkit," which includes a complete step-by-step motivational workbook with accompanying DVD's, to guide them through the process. The toolkits will be available only through certified TOFT Coaches and will be integral to the coaching program.

As I'm sure you know, the market for "organization" and "simplification" just keeps getting bigger and bigger. Magazines like *Real Simple*, *Martha Stewart Living*, and *O* continue to thrive. People are seeking out de-cluttering solutions at The Container Store, and Closet and Garage organizing businesses. But while a significant number of independent "de-cluttering" and "organizing" businesses exist, there is no support network out there that actually empowers people through the process. The TOFT Movement will fill that gap – and its Coaches will enjoy the benefits that come with being "first to market."

The momentum of the book continues to grow. In early of 2011 I am promoting the brand on the *Today* show, *Fox and Friends*, *Good Day New York*, Martha Stewart Radio, as well as through many speaking engagements and corporate events.

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TOFT Coaches

TOFT Coaches will be qualified coaches who are trained and licensed in the TOFT methodology and provided with materials, support, and continuing education and motivation. The early leaders of the TOFT coaching movement will be *TOFT Charter Coaches*.

Charter Coaches

Charter Coaches will be the first to be trained and licensed for the TOFT methodology and will ultimately comprise the faculty for the training TOFT Coaches. Charter Coaches will be prominent, established, and experienced Life and Executive Coaches who wish to incorporate the TOFT methodology into their client offerings. Initially, Charter Coaches will partner with the TOFT Core Faculty to refine the design of the coaching program, develop the coaches' training, and will have the opportunity to recruit TOFT Coaches and conduct trainings as the TOFT Coaching Network expands.

Experience Guidelines for TOFT Charter Coaches include (but are not limited to):

- A minimum of three years' experience as a human services professional—this may include work in HR, counseling, life coaching, executive coaching, mentoring, etc..(Certification from a coach training program such as ICF, Newfield, Coach U, etc. may substitute for this.)
- Recommendations from a minimum of three current or recent clients.
- Agreement to the TOFT Coach Licensing Agreement.

We recognize that exceptional individuals may bring equally valid qualifications that do not "fit the traditional mold," and want to emphasize that these are guidelines rather than requirements. Ultimately selection as a Charter Coach will be at the discretion of TOFT management.

SUMMARY OF THE TOFT METHODOLOGY:

The Throw Out Fifty Things Program is divided into four "stages." While each stage stands alone and is complete unto itself, the ultimate power of the program lies in the *interrelationship of the stages* which enables the individual participant to emerge free of a self-imposed straightjacket, focused on a future that is worthy of their talents and passions and the courage to turn their vision into reality.

Stage One: "*Letting Go of the Physical Debris.*" In the first part, we really lay the foundation for what the program is all about. We talk about vision. Who are we now,

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but more importantly, who do we want to be? We walk people through the major areas of their houses—from the bedroom to the medicine cabinet to the far corners of the attic—and inspire them to let go of the stuff that has clogged the arteries of their lives, weighed them down or simply doesn't serve them anymore – all the while noting the positive emotional impact of letting go. We stress the importance of reporting to the group and learning from each other's experiences – both the triumphs and the stumbling blocks. We also discuss the importance of pairing down the *professional clutter* so you can gain traction in a new assignment, a new company, or even a whole new career.

Stage Two: *"Dumping the Emotional and Mental Debris."* In Stage One, participants begin to understand the deep connection between the physical and emotional clutter, but in Stage Two, we really tackle what it means to "find your life." It's true: **"When you throw out the physical clutter, you clear your mind. When you throw out the mental clutter, you clear your soul."** So we learn how to let go of regrets, old fears and past "mistakes," of thinking we're not good enough, of needing to be perfect, of always assuming the worst or of thinking we're alone. The list of throw-outs gets bigger and bigger as we move towards fifty things.

Stage Three: *"Stepping into the Clearing."* Here's where we *clarify the essential you*. This is where participants decide who they are at the core, what their idea of good is – and how they want to live the next great segment of their lives – now that they've discarded the irrelevant, debilitating or just plain annoying past. We have a wonderful activity called "The Mountaintop:" a proven method for setting pie-in-the-sky, life-changing goals and creating a realistic, fool-proof plan for actually turning them into reality. Participants share their "mountain tops" and support each other as they move purposefully towards their goals – all the while letting go of the "negative voices" that try to hold them back!

Stage Four: *"Presenting Your New Self to the World."* Stage Four is a great deal of fun. Here's where we celebrate the "new" you and where you discover the grace, courage and confidence to step forward into your new life with all flags flying. Participants learn how to present themselves and their ideas powerfully – even unforgettably. They identify their "power songs" – the song that reminds them of just how good, how hot and how ready they are to move forward. Hey, no band of brothers or sisters ever went into battle, out to save the world or start a movement without a song! Stage Four concludes with a ceremony for participants, their family and friends, where each person declares who he/she is *now*, what their vision for themselves and the world is, what they're letting go of to make that vision happen and what their song is! Participants also pledge to stay together online or in person, to continue to support each other and to celebrate each other's success.

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Utilizing the TOFT Methodology in Your Coaching Practice

Coaches are encouraged to integrate the TOFT methodology into their practices. The coaches' training will include both individual and group applications. What all applications will have in common is the use of the TOFT Book and toolkits, and the creation of *environments that are uniquely supportive and accepting*.

REVENUE POTENTIAL FOR COACHES

Clearly, the financial opportunity for TOFT Coaches will depend on the specific situation of each Coach. We offer the following scenarios to provide a general idea of the potential revenues that can be earned by utilizing the TOFT methodology:

Number of Programs per year	6	10	12	20
Number of Participants per Program	4	6	8	12
Cost to Participant (16 sessions)	\$1,000	\$1,200	\$1,400	\$1,600
Gross Revenue to Coach	\$24,000	\$72,000	\$134,400	\$384,000
Royalty payment to TOFT*	\$7,200	\$18,000	\$28,800	\$72,000
Royalty as % of Gross Revenue	30%	25%	21%	19%
Net Revenue to Coach**	\$16,800	\$54,000	\$105,600	\$316,800

* Royalty payment to TOFT is on a per-participant basis and includes the cost of all materials and toolkits

** Excludes one-time Training Workshop, one-time License Fee, and Annual License Renewal Fee. See "Costs to the Coach" section for details

COSTS TO THE COACH

To participate in the TOFT methodology and to remain an active licensed TOFT Coach, Coaches will be required to:

- 1) Successfully complete a 3-day Training Workshop
- 2) Sign a licensing agreement with TOFT and pay a one-time Licensing Fee. The Licensing Fee will be waived for Charter Coaches
- 3) Pay TOFT a royalty fee, for each participant, of \$75 for each of the 4 Stages (\$300 per the full Program). The per-participant royalty fee includes all the materials and toolkits required for the successful application of the TOFT methodology

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5) In subsequent years, pay an Annual License Renewal Fee. The Renewal Fee will be waived for Charter Coaches

Training Workshop (3 days)	\$1,500
One-time Licensing Fee (waived for Charter Coaches)	TBD
Per-client Royalty (\$75 for each of the 4 Stages of the Program)	\$300
Annual License Renewal Fee (waived for Charter Coaches)	TBD
Continuing Education Workshops	TBD

THE CHARTER COACH TRAINING IN FEBRUARY 2011

This training will create a collaborative group consisting of the Core Faculty and those accepted as Charter Coaches. It will be held in the New York Metropolitan Area and will consist of three days of intensive training. In addition to meeting the requirements listed above, coaches will be required to have read the book and to have begun to engage in the TOFT process for themselves.

In the TOFT training, coaches will discover how to use their coaching skills and experience in combination with the TOFT methodology to motivate their clients to let go of the past and move forward. Faculty will share insights and best practices, and coaches will have the opportunity to coach, and to give and receive feedback in real-life situations. On the third day a group of actual participants will be assembled to give coaches the opportunity for practice and feedback in group coaching with real-time issues. At the end of the training, coaches who qualify will be given the opportunity to sign the TOFT Coach Licensing Agreement, and to become designated TOFT Charter Coaches. A network of communication and support will be established for ongoing information, motivation and development.

THE TOFT PROMISE

Perhaps now understand why I am so passionate about the TOFT Movement. The book was just the beginning. The time for the Movement is *now*. And I hope you will join us! Here is my promise: As a TOFT Charter Coach, you will have at your disposal, a new and powerful methodology that provides you the wherewithal to enhance your income significantly. You will also have acquired the skills to present that methodology - as well

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as yourself and your ideas – powerfully. And perhaps most importantly, you'll have the opportunity to make a positive difference in the lives of a great many people.

TESTIMONIALS FOR GAIL AND THE BOOK:

- **Gail Sheehy, author of *Passages and Sex and the Seasoned Woman*** "Gail Blanke's strength is her ability to illuminate simple acts that save time, money and many headaches, in a clear commonsense language. And that's exactly what this book does-in spades."
- **Marianne Williamson, author of *A Return to Love*** "Whenever I de-clutter my house, it helps de-clutter my mind. Gail Blanke is a perfect guide to getting the non-essentials out of the way, so that simple joys can make their way into our lives."
- **Linda Fairstein, bestselling author of *Lethal Legacy*** "Gail Blanke's *Throw Out Fifty Things* is the perfect roadmap to help you lighten your load. Leave it to a friend like Gail- wise, funny, practical, and so very organized-to empty my closets and clean out my shelves, while soothing the spirit and soul, too. This book is a keeper."
- **Peter Loescher, President & CEO of Siemens AG** "*Throw Out Fifty Things* is a refreshing book full of practical tips and helpful insights. The title is the simple principle. Applied at home, in your career, in your mind, or in your business, it helps you get rid of the clutter that blocks success. Perhaps most astounding is how relevant the insights are to leading a business today."
- **Senator Bob Graham, Florida** "Gail has a great gift and is able to reveal qualities in individuals they didn't know they had—but qualities that were always there. What an incredible difference it's made in my life."

ABOUT THE TOFT TEAM:

Gail Blanke is considered to be one of the finest motivational speakers in the country, Gail Blanke is also a best selling author as well as an executive and life coach. Her newest book, *Throw Out Fifty Things - Clear the Clutter, Find Your Life*, was published in 2009, by Grand Central Publishing and has been featured on The Today Show, CNN International and CBS Sunday Morning. The book recently won the prestigious "Books-for-a-Better-Life" award from the Multiple Sclerosis Society. Gail's last book, *Between Trapezes: Flying into a New Life with the Greatest of Ease*, about thriving on change and mastering the art of self re-invention, was published by Rodale in August 2004. The website www.oprahselects.com

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included *Between Trapezes* on its list of "must have" books. *In My Wildest Dreams, Living the Life You Long For* was published by Simon & Schuster in 1998 and appeared on Amazon.com's Best Selling Books list and the *New York Times* Business Best Seller List. Gail was the sole guest on the Oprah Winfrey Show in October 1998 where she used concepts from the book to help empower audience members to create the lives of their dreams. Gail's first book, *Taking Control of Your Life: The Secrets of Successful Enterprising Women*, sold more than a half million copies. Her column, "The Motivator" has appeared monthly for two years in *Real Simple* magazine and she is featured as a Business and Career Coach on *AOL Coaches*. Gail appears monthly on Martha Stewart Whole Living Radio, and regularly on CNN International and *CBS 2 Sunday Morning*. Gail majored in acting at Yale Graduate School of Drama and is related to both William Jennings Bryan and Gypsy Rose Lee. For Gail's complete biography, please check www.throwoutfifththings.com.

Edward M. Gurowitz, Ph.D. has spent over 25 years on the front lines of organizational transformation, *partnering with executives, entrepreneurs, and organizations to provide what is needed to move people and businesses to new levels of effectiveness and success. He provides businesses training and consulting in leadership, communication, collaboration, and organizational effectiveness through programs and executive coaching.* After successful careers in research and clinical psychology and as a designer and deliverer of human development seminars, Ed founded the Center for Management Design in 1991 and was one of the founding partners of the Generative Leadership Group, an international management consultancy. He sold his interest in GLG in 1998 and spent several years working as an executive in startups prior to joining Conversant in 2001. In his work with companies ranging from Fortune 500 organizations to startup companies, he has concentrated on producing large-scale organizational change while maintaining and increasing productivity and profitability through enhanced communication, collaboration, and teamwork. In addition to his work in North America, he has worked extensively in Europe, Asia, the Middle East and Australia. His work has included working with non-profits and governments as well as international corporations.

Mauricio Sabene has almost 30 years of experience in leading international companies and private equity firms. He started his career in finance and then advanced into general management positions when he was appointed President and CEO of Avon Puerto Rico and the Caribbean. Later, Mauricio joined Scholastic Inc., the world's largest publisher and distributor of children's books, as Vice President for Latin America and U.S. Hispanic markets. Lately, Mauricio has provided management consulting services to large international private equity firms such as The Carlyle Group and Advent International. Mauricio holds a bachelor's degree in Engineering and has an MBA in Marketing and Finance from Columbia University in New York City.