

**BRAIN TECHNOLOGIES CORPORATION
ASSOCIATES MANUAL**



Welcome to
BRAINTECHNOLOGIES!

My name is Dudley Lynch. I'm the founder and president of Brain Technologies Corporation. You have inquired about becoming an authorized Associate of Brain Technologies, and I'm very pleased to respond with this copy of our Associates Manual. Since one-size seldom fits the needs of all, we have crafted two individual Associates programs. Our experience suggests that one of them is more likely to fit your needs, interests and expectations than the other. The first is a generalized program involving nearly all our products—one that will equip you with tools to help you respond to a wide spectrum of thinking-skills-development needs. The second is a tightly focused program centered on our popular BrainMap® tool. (Brainmapping is nearly always the place to start with group thinking-skills-development activities.) The programs are:

❖ **BTC's Associate Plus Program**

❖ **BTC's BrainMap Associate Program**

The Associate Plus Program:

Designed for the thinking skills professional interested in developing competency with a “family” of multiple but interrelated cutting-edge self-assessment and self-growth tools and models.

The “Associate Plus” program equips you with thinking skills tools highly suitable for use in a wide variety of personal and team training, coaching and consulting situations. The package includes:

- Associate discounts on all future volume purchases of BTC products.
- An extensive “library” of BTC books and facilitation guides (see pp. 6-7 for a complete list).
- Your own personal copy of *Asset Report*, the customized, computer-generated 100-page-plus “book of you” thinking skills analysis.
- An online BTC Web site Associate account and 3 online BrainMap reports.
- 20 copies in any combination of BTC’s paper-and-pencil instruments.
- 1 BTC audio-visual presentation show (PowerPoint slides) of your choosing from the five we have created for use with our thinking skills assessment tools *AND* an Associate discount on any purchase of the others.

◆ Cost \$595 (A RETAIL VALUE OF MORE THAN \$900)

The BrainMap Associate Program:

Designed for the professional interested in adding a widely admired, easy-to-facilitate, general use self-assessment profile to her/his thinking-skills practice.

The star of the BTC’s BrainMap Associates Program is, of course, The BrainMap. In use for more than 20 years worldwide, this self-assessment tool has been widely praised for its user-friendliness and strong “audience appeal”—training, coaching and consulting participants like taking it and seeing and learning from their results. The package includes:

- 3 BrainMap facilitation guides: the 225-page *BrainMap Workbook; Using The BrainMap to Get Your Teams Aligned, Motivated and Mobilized for Change* and *BrainMapping: The Exercise Guide*
- A start-up supply of 10 copies of The BrainMap.
- An online BTC Web site Associate account and 3 free online BrainMap reports
- 1 copy of the BrainMap audio-visual presentation show (PowerPoint slides)
- Associate discounts on future BrainMap volume purchases.

◆ Cost \$295 (A RETAIL VALUE OF MORE THAN \$500)

High on the list of reasons why new Associates are joining with BTC is our new online BrainMap. You can learn more about this unique new thinking skills tool by going to our Web site at www.braintechnologies.com. But I'd like to tell you right away about the advantages for both **Associate Plus** and **BrainMap Associate** participants.

For a Brain Technologies Corporation Associate, the advantages of being able to order copies of the online BrainMap for your clients are significant:

- No BrainMap shipping charges.
- Customer-client satisfaction: You'll be bringing your clients all the ease and convenience of a highly responsive Internet "interactive" product.
- Higher profit margins: Because it delivers a more sophisticated report than the paper-and-pencil BrainMap, the online BrainMap commands a higher price. And that means a higher markup opportunity for you.
- Enhanced visibility for you: Both the online and the printed version of the new online BrainMap will automatically carry your name and full contact information as an authorized BTC/BrainMap Associate.
- Time-saver in seminars: no waiting for your participants to complete the instrument in session. Your customer/client

can take The BrainMap at any time.

- Immediate availability (order 24/7; your customer/client can be online with The BrainMap questionnaire just moments after you order).
- Instant access to results: The moment your customer/client gets their report, you get it too (unless your client has asked for confidentiality).
- Permanent results storage: you can review any of your customer/clients' BrainMap report online any time you wish.
- Print-out capability: Produce a hard copy of your seminar participant's or customer/client's BrainMap report at any time.
- No product wastage: None of the deterioration, wear or destruction that comes naturally over time with paper items. And, any volume purchases are available until you use them; there's no expiration date, and when you do use them, they will always contain the latest updates to The BrainMap.

Here are key features of our new online Associate service package:

24/7 ORDERING CAPACITY:

Once you join us as an Associate, we will set up an online account for you. This will permit you to purchase small quantities of online BrainMaps (up to 24) at the "floor" Associate price of \$14.95 each (the regular online price to non-Associates is \$22.95 each) at any time. You'll just log onto your Associate account and enter the quantity of BrainMaps that you need. Payment will be by (VISA, MC or AmEx) credit card. If you know the names and e-mail addresses of the customers/clients you will be giving these URLs to, entering this information at this time will make it much easier for you to keep your inventory of customer/client information (see "Data Storage and Management" below) organized. But with or without this information, the program will provide you with a URL for each BrainMap you purchase. When your customer/client enters this URL (similar to the one we are providing you below) in their browser, he/she will be granted access to the BTC Web site for the production of one BrainMap.

VOLUME DISCOUNTS: To purchase 25 or more online BrainMaps, you simply contact us at BTC and tell us how many BrainMaps you need. Volume pricing discounts are listed at right. We will charge your credit card, just as we do when you order the paper-and-pencil BrainMap, and send you URLs for each person's access. Because it is not necessary for you to enter the names and e-mail addresses of the ultimate users of the URLs that will be assigned by the program to your volume purchases, you can benefit from lower prices by buying "blocks" of URLs. This will permit you to purchase online BrainMaps for several assignments at a time, thus benefiting from lower per-unit costs. (As is the case with the paper-and-pencil BrainMap, what you charge your customer/client for a BrainMap is left to your discre-

tion and business plan.)

Here are prices for larger-volume purchases of online BrainMaps:

When ordering in quantities of 25-149: \$12.95 each

When ordering in quantities of 150 to 499: \$10.95 each

When ordering in quantities greater than 500: \$8.95 each

DATA STORAGE AND MANAGEMENT: Once we have set up your account, you will have access to the scores and reports for all your online BrainMap customers/clients at any time unless the customer/client has checked a "do not share" box when logging in.

"THE PERSONAL TOUCH": Each and every online BrainMap that you purchase for a customer/client will identify you as

an authorized BTC Associate and feature the following personalized contact information on both the online and printed versions:

- Your name styled as you'd like it to appear
- Company name
- Mailing and/or street address
- City
- State
- ZIP or postal code
- Country (if other than U.S.)
- Phone numbers
- E-mail address [be sure this is the address you'll be using to access your account]
- Web site URL

I think you'll like the online BrainMap. Your customers/clients will, too. Nothing else on the Web comes close to providing this much "brain"-based information on an individual's thinking skills and options in such a powerful, compact, integrated, ready-to-use way!

If you like the looks of the online BrainMap as it is described on our Web site and if you find appealing the advantages for the Associate that I've just described above, then I have a strong suspicion that we are simpatico on a lot of other important issues. And that we are both candidates for a potentially long and mutually rewarding professional relationship. (Maybe, a personal one, too!) If this is the case, then we need to look now at all the benefits that an investment by you in becoming one of our Associates can bring.

The world is much less forgiving than it used to be. One of the resulting realities is that we all need to stretch our moneys. Another is that we must economize with our time. That is to say, no matter how noble and committed any of us are to what we do, making business decisions today means paying close attention to practical consequences. Seeking to keep our new Associates' needs foremost in mind, here are some of the important ways that we seek to respond to the new realities in your behalf.

1. *Up-front costs.* We've sought to keep our up-front costs to our new Associates as low as possible. This doesn't mean that we don't understand the importance of making a profit. (As Peter Drucker once said, your profit represents your ability to still be in business tomorrow.) But the up-front Associate fee

that we charge is less than our actual cost of setting you up in business. Our main concern is to equip you as quickly and economically as possible with the basic knowledge and all the tools you will need to get you up and performing as an authorized Brain Technologies representative.



2. *Training.* Many companies that market training materials through Associate networks view their Associates as their primary profit center. This means that they require new Associates to make substantial investments in training, travel and initial product purchases before they can begin using the companies' tools and products. At BTC, many of our Associates come from countries outside of the U.S.—and sometimes from continents a long way from North America. Cognizant of the high costs of travel, lodg-

ing, food and the time investment (and sometimes the danger) of traveling, we do not require that you attend a training seminar. You will receive detailed instructional guides and facilitator's manuals for all our primary products as part of your basic Associate kit. For training, coaching and consulting professionals, our thoroughly prepared facilitation guides are more than enough to get you up and going. Nor do we require that you purchase any materials at any time other than the basic Associate kit.



3. *Consultation.* When you are in a start-up mode, we know that you are always going to

have special questions and the need for hands-on guidance from seasoned users of

the BTC tools and models. This is why we agree to make experienced BTC personnel—most frequently, the company’s founder and president—available to deal with your specific needs and issues. We prefer to respond to your inquiries via e-mail but will schedule phone conversations as they are needed. There is no charge for such consultations so

long as it is clear to both parties that such conversations are bearing fruit. That is to say, the new Associate is increasingly active as time goes by in using the BTC tools in his or her consulting, coaching and/or training practice. (In addition, it is through such contacts that clients are transformed over time into colleagues, and colleagues into friends!)



4. Support. We take exceptional pride in the level of our personal operational support at Brain Technologies. Our pledge is to do what it takes to see that you have what you need in the way of our tools and supporting materials when and where you need them.

Here’s an unsolicited testimonial from one of our one long-time Associates: “The consistent timeliness of BTC’s operational support is to be highly commended, giving me an added flexibility for my own time management.”

Here is the next step and more details on ...

Associate Plus

Complete the application for our Associate Plus program enclosed with this document and submit it to BTC with your credit card authorization for \$595 (plus actual shipping charges for the Associate kit described below). (In Canada, rights for the use of **Asset Report** and the Yo!Dolphin! Worldview Survey only are available, Please contact BTC for further details.)

In return, you will receive an Associate orientation kit that includes a library of BTC products and instructional guides. And you will qualify for the life of the “Associate Plus” agreement for substantial discounts on your purchases of the BTC tools for thinking skills enhancement and development. The “BTC Library for Associates” will include:

- 1 copy of **Asset Report®: The Book of You.**
- 1 copy each of paper-and-pencil **BrainMap®**, **MindMaker6®**, **The mCircle Instrument®** and **PathPrimer®** and **The Couples BrainMap.**
- 1 copy of **The Asset Report Facilitator’s Guide** (a 400-page-plus instructional manual covering all aspects of administering, coaching, training and consulting with **Asset Report**).
- 1 copy each of: **Using The BrainMap to Get Your Teams Aligned, Motivated and Mobilized for Change. The MindMaker6 Instructional Guide. The mCircle Instrument Instructional Guide. PathPrimer Instructional Guide, BrainMapping: The Exercise Guide, DolphinThink Workbook, The BrainMap Workbook, and The Mother of All Minds.**

- 1 copy of a BTC Audio-Visual presentation of your choosing (as described on page 2 of this document).

In addition, you will receive:

- 20 copies of in any combination of BTC's four paper-and-pencil instruments.
- An Associate's online account for ordering

online BrainMaps at the prices described on

page 4 of this document and 3 online BrainMap reports.

- The right to publicize and market yourself as a full-fledged authorized Brain Technologies Associate or BrainMap Associate.

Here are BTC's policies for orders, pricing and payments:

What the Associate Charges—Because the Associate is an independent contractor, she or he sets the price a customer is charged for BTC products. Our suggested retail prices are intended only as guidelines. Suggested retail prices for ***Asset Report*** and the four “signature” BTC self-assessment inventory products will, when coupled with BTC's wholesale costs to the Associate, produce margins as high as 200% (see enclosed pricing sheet). Some BTC Associates charge prices far in excess of the “suggested retail price,” particularly when they bundle a BTC product such as ***Asset Report*** with their own coaching, counseling or consulting services.

What the Associate Pays—The wholesale price list currently in effect for BTC products is enclosed with this document. Because of our production costs, these prices may need to be changed from time to time although this happens infrequently.

How to Order—Telephone orders may be placed at 352-792-1036 (voice mail is available 24 hours; office hours are 8:30 a.m. to 5:30 p.m., Eastern Time, Monday through Friday). Or contact us via fax, the mails or by e-mail at the addresses or numbers on page 7. All orders must total at least \$59.50 wholesale, and products may be ordered only by the Associate or an employee acting for the Associate.

Our regular shippers are UPS or the US Postal Service. Generally, allow two business days for processing and five business days for delivery in the US. Overnight or two-day delivery is available for an additional charge. Outside the U.S., you should allow more time. If placing an order does not involve a conversation with BTC personnel, an Associate should be certain to include phone number, street address, payment info, street address and other shipping information on all orders and on orders for ***Asset Report***, binding information (see instructions on the next page).

BTC can also deliver your ***Asset Report*** via e-mail if you have Adobe Acrobat Reader (available free of charge from Adobe.com.) After opening these files using Acrobat, you will need a laser printer to reproduce the files in black and white and also an inkjet printer if you wish to print the cover in color. (Indexing tabs and other binding materials are not provided for e-mail-delivered products.)

How to Pay—We ask that you pay for orders for ***Asset Report*** at the time the ***Report*** self-appraisal form is submitted for processing. And that you pay for orders for other BTC products by check, bankwire or American Express, VISA or MasterCard prior to shipment. (When paying by credit card, be sure to include the cardholder's name, card number and card expiration

date.) Shipping/handling charges of six and a half percent (6.5%) will be added for regular delivery in the U.S. and actual shipping charges elsewhere. There are additional charges for speedier delivery. Also, sales tax of 8.25% is assessed on all Texas orders unless an exemption number is provided. Returns by the Associate are accepted only for defective merchandise as addressed in the Associate agreement.

Transitions—

In event of an Associate's death, the Associates may be claimed by a legal heir under the terms described in the Associates agreement.

Once an Associate agreement is signed, an Associate cannot transfer to another party.

Outside the U.S.—Rights to purchase, market and use certain BTC products, such as *The BrainMap* and other self-scoring tools, may not be available in all countries. In Canada, for example, Associates are limited to purchasing and marketing **Asset Report** only. Please contact us for details pertaining to a given country. All

BTC Associates are non-exclusive. Exclusive rights to use the BTC intellectual properties in a given country and/or language will require the negotiation of a separate license.

Changes in BTC Policy—From time to time, it may be necessary to change the policies relating to but not limited to pricing contained in this document and in the BTC Associate agreement. To that end, BTC reserves the right to change any of its policies upon thirty (30) days' written notice to the Associate unless restrictions on such changes in the Associate agreement apply.

BTC Addresses and Phone Numbers—

Brain Technologies Corporation
P.O. Box 358655
Gainesville, FL 32635

E-mail: order@braintechnologies.com

Phone: 352-792-1036

Fax: 888-639-2814

Cell: 972-343-8381

How to arrange for the speedy delivery of **Asset Report**:

Asset Report is one of the most unique products in the history of the thinking skills and self-assessment industry.

In creating the interpretation content of the **Report**, with its almost endless potential representations of a user's always multi-varied thinking skills, BTC President Dudley Lynch devoted about two-and-a-half years to the writing of a document roughly equal in length to the late Isaac Asimov's *Foundation* trilogy and more than five years on the total project.

This richly responsive "data base" provides more than 12,000 separate elements that are available to be arranged selectively into a fully customized, fully personalized 100-page-plus

report for each **Asset Report** user.

To assure the fastest service for your **Asset Report** clients, follow these simple steps:

(1) Mail the customized **Asset Report** self-appraisal form for your customer that we have prepared for you and enclosed as part of your Associate kit back to us, fax it to 888-639-2814 or scan/e-mail it as an Acrobat PDF file to order@braintechnologies.com. Also please remember to fill out and include the production instructions sheet we have prepared for you.

(2) Ordinarily, BTC will bind the **Report** in its standard "comb"-type plastic presentation binding with a clear plastic cover. If you instruct us,

we will be happy to ship a user's **Report** to you unbound for delivery to the client in sections or three-hole-punched for inclusion in a 3-ring binder of your choosing. We can also e-mail your client's **Report** to you as a PDF (Adobe Acrobat) document. E-mailed **Reports**, will, however, require that you arrange for suitable binding once you have printed out the document.

(3) Our goal is always to process your client's **Asset Report** results as soon as possible and forward the resulting **Report** to the address you have instructed via the shipping or mail service you have specified. (See page 7 for additional order instructions.) Or, if delivery is by e-mail, we strive to provide same-day services if the self-appraisal form is received overnight or in the early morning hours.

Here is the next step and more details on ...

BrainMap Associate

Complete the application for our BrainMap Associate program enclosed with this document and submit it to BTC with your credit card authorization for \$295 (plus actual shipping charges for the Associate kit described below).

In return, you will receive an Associate orientation kit that includes a library of BTC products and instructional guides related to *The BrainMap*. And you will qualify for the life of the "BrainMap Associate" agreement for substantial discounts on your purchases of *The BrainMap* and its supporting tools for thinking skills enhancement and development. The BrainMap library will include:

- 1 copy of *The BrainMap*.
- 1 copy of each of: *The BrainMap Workbook*; *Using The BrainMap to Get Your Teams Aligned, Motivated and Mobilized for*

Change; and *BrainMapping: The Exercise Guide*.

- 1 copy of the BTC Audio-Visual presentation on The BrainMap of your choosing (either overhead transparencies or PowerPoint slides).

In addition, you will receive:

- 10 copies of the paper-and-pencil *BrainMap* instrument.
- An Associate's online account for ordering online *BrainMaps* at the prices described on page 4 of this document and 3 online *BrainMap* reports.
- The right to publicize and market yourself as a full-fledged authorized BrainMap Associate.

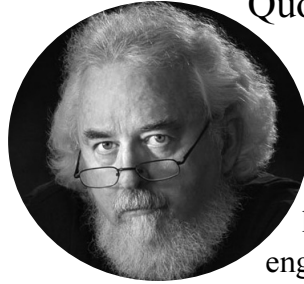
At the core, what is it that we thinking skills experts are about? My answer: helping our clients keep up with (1) a changing brain and (2) a changing world.

***The Mother of All Minds:
Outdated Human Nature:***

I believe this is a reasonable assumption: that with each great epochal advance in our technological capabilities, particularly related to the transmission and processing of information, the brain is called on to respond with a momentous technological leap of its own. And that over the eons, each time this unrivaled quart-sized agglomeration of wired switches (neurons) and chemical moats (synapses) in our heads has been challenged to do so, at the forward edges, it has responded with an intensity and ingenuity available nowhere else in nature.

And that, in the period paralleling the technological revolution known as the Age of Computers, the brain has been called on once again to go beyond itself, and that once again, it has met this challenge. Spectacularly!

The mind's leap this time is Herculean—easily, its greatest ever—because the conditions of complexity it is being asked to respond to require an original and agile new mental calculus operating at a



Quoting from my latest book,

Leaping Free of An

leapfrogged new threshold of engagement. This is why we humans have suddenly experienced our own Big Bang. Of the mind! I don't think it to be any stretch of events or anticipated consequences to view the explosiveness of this development as nitro. Nitro in the neurons. And who would want it otherwise? *How can we possibly expect our brain and mind to keep up with an explosively changing world if our mental faculties themselves are frozen in time?*

The answer seems clear to me: We can't. And, we haven't.

I hope you'll give the most serious consideration to joining the Brain Technologies Associates family. I've not a single doubt but that it will prove to be a hugely worthwhile experience for us both. More importantly, the world needs all the assistance you can offer. Urgently, today. Critically, tomorrow.