

Dear Potential Leadership Development Partner:

These are exciting times at The John Maxwell Company! We have been working hard over the past few months to define The John Maxwell Company brand and better communicate what we offer individuals, teams, and organizations.

We seek to multiply the value we offer, and we plan to do it by **inspiring, challenging, and equipping leaders to live out leadership principles every day.**

We are already doing just that in over 30 countries around the world. We hope to continue sharing John Maxwell's leadership development teachings and philosophy by allowing present and future individuals and organizations the opportunity to serve as licensees of The John Maxwell Company.

The John Maxwell Company licensees will offer the complete suite of products and services provided by The John Maxwell Company, including:

- **Business-to-Business:** Access to all of John's corporate trainings, including all audio, video, and individual/team product offerings. These offerings, coupled with the opportunity to provide executive coaching services, will allow our licensees to deliver a full range of business-to-business leadership development services inside organizations.
- **Business-to-Consumer:** Our business-to-consumer approach will equip licensees with the opportunity to offer individuals the ability to earn their John Maxwell coaching and speaking certification using five different John Maxwell DVD content packages. Licensees will then have ability to certify other individuals in their territory who seek to be independent contractors/small business owners.

So, what does this mean to you?

First, we want you to know that opportunities are available now for individuals to become full-fledged licensees of The John Maxwell Company in designated territories where the potential exists for a leadership development organization to thrive.

If you are interested in becoming a John Maxwell Company licensee, please complete the "International Request Form for Consideration" on the JohnMaxwell.com website located here:

http://www.johnmaxwell.com/international/#int_form. You may include a biography detailing your professional background and the background of your organization in the online form. We will follow up with you to discuss the next step in the licensing process.

If you aren't interested in becoming a John Maxwell Company licensee, the potential may exist for you to offer non-exclusive John Maxwell Company licensed content or services. In that case, please also fill out the request form above indicating areas of interest.

For additional information, please also review the Frequently Asked Questions (FAQs) on the website prior to filling out the form. We look forward to hearing from you.

Sincerely,

Linda Sasser
President & Chief Operating Officer
The John Maxwell Company

