INTRODUCTION TO ACRES OF DIAMONDS IN THE ROUGH
An Invitation to Help Complete, Publish and Produce Publications and Programs for Personal, Organizational and Community Economic Development and Empowerment

ACRES OF DIAMONDS IN THE ROUGH

Invitation to Develop, Market and Ensure the Success of Publications, Programs, and Cause-Oriented Enterprises Established To Help Individuals, Organizations, and Communities Actualize More of Their Potential and Fulfill Their Ultimate Destiny

https://www.AcresOfDiamondsInTheRough.com

REALIZING YOUR ULTIMATE POTENTIAL

SOLVING LIFE’S ULTIMATE SUCCESS PUZZLES

UNIVERSITY FOR SUCCESSFUL LIVING

https://www.RealizingYourUltimatePotential.com

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The purpose of this presentation and forthcoming book is to provide details on the scope, substance and significance of our vision, mission and strategy in effective ways that will help us attract additional cofounders, sponsors, donors and accredited investors. We will introduce and invite collaborative participation in successfully launching our strategy of combining publication of this book in conjunction with several Crowdfunding Campaigns and an Evergreen Sponsorship Attraction System. We believe this is the richest time in the history of the United States of America to collaborate, make a difference, solve social, economic and environmental challenges, manifest stewardship over wealth, and leave a legacy! We plan to help introduce (potentially millions of) people to the unprecedented opportunities available through the Benefit Corporation model, Equity Crowdfunding and the field of Community Economic Development (that includes Self-help, Empowerment and Capacity-building). We will utilize several forthcoming publications and programs to help launch the public awareness campaign and attract cofounders, sponsors, donors, members, and accredited investors.

The book will include chapters on: Community Economic Development; Benefit Corporations and B Corps; Sponsorship Attraction Strategies, Crowdfunding; Equity Crowdfunding; the JOBS Act; Collaborative Enterprises; Social Entrepreneurship; Cocreative Visioning and Strategic Planning; Featured Resources, Opportunities for Participation and Our Invitation to Collaborate and Co-create.

Our team members have cofounded many successful projects (including the Fellowship for Intentional Community, Community Development Corporations, Community Action Agencies, Community Development Resource Centers, etc.) and have generated over 100 million dollars in grants, contracts and donations for affiliated non-profit organizations (NPOs). We have also raised several million dollars in equity capital for cause-oriented companies involved in personal, organizational and community development and empowerment.

We have decades of experience developing award-winning Community Economic Development (CED) programs, projects and organizations including multi-million dollar property redevelopment projects. We have expertise in publishing and marketing and in producing and promoting major development training programs (featuring some of the world’s leading experts and best-selling authors) for up to 1,800 participants. We have experience and expertise helping facilitate cocreative visioning and strategic planning for NPOs, Chambers of Commerce, United Ways, cities and counties, etc. And we have access to substantial resources for: (1) helping individuals, non-profits, companies and communities realize more of their potential; (2) helping create the most appropriate organizational infrastructure for accomplishing their goals and objectives; and (3) attracting additional strategic alliance partners and the required financial resources.

The next few pages present a few examples of the non-profit organizations and cause-oriented benefit corporations we are establishing and a few of the programs, publications and services that are or will be provided through this Strategic Marketecture that is further described at https://www.AcresOfDiamondsInTheRough.com and https://www.StrategicMarketecture.com.
The University for Successful Living (USL) is a 501(c)(3) non-profit organization established in Sedona, Arizona to help individuals, organizations, businesses and communities achieve greater levels of success and achievement. The USL is based on over 20 years of successful and award-winning programs including several prototype local Centers for Successful Living, all featuring world-class authors, trainers and other experts on Successful Living Skills including recipients of the Ultimate Destiny Hall of Fame Awards.
ESTABLISHING A COLLABORATIVE INFOPRENEURSHIP NETWORK

"Collaborate – Be the light that others can come to with their ideas, visions, and dreams. Never doubt that blending your talents with those of others can change the world."

The Collaborative Infopreneurship Network was established as a Benefit Corporation by cause-oriented companies and affiliated non-profit organizations. The Collaborative Infopreneurship Network is partnering with Ultimate Destiny Network and its affiliated non-profit University for Successful Living to demonstrate collaborative publishing and marketing by publishing their initial 14 titles for Solving Life’s Ultimate Success Puzzles. The shared vision of cofounders is to provide expanded access to state-of-the-art resources for Infopreneurship or “information marketing.” That will include: print and digital publishing; online training platforms; seminars and workshops; program and product development; evergreen webinars; strategic alliances; joint ventures; marketing and distribution, etc. Our intentions are to: Demonstrate cocreative collaborative enterprises; Incorporate the principles and practices of Community Economic Development which include Self-help, Empowerment and Capacity-building; Harness and demonstrate the power of the Benefit Corporation model; and Help demonstrate Crowd Funding and Crowd Financing provisions of the JOBS Act.

An infopreneur is an entrepreneur who identifies opportunities for creating enterprising information-based businesses by identifying knowledge deficiency situations and selling target-based information products and services, mainly through the internet. An Infopreneur can also be understood to be a person, whose primary business is gathering and selling electronic information. In spite of the preceding reference, there are many examples of Infopreneurs who are selling content in Paperback or Hardback book form on the Internet. Infopreneur is a neologism portmanteau derived from the words “information” and “entrepreneur.”

https://www.CollaborativeInfopreneurship.com
EXPANDING THE CIRCLE OF SUCCESS™

An Invitation to Help Solve Personal, Community and Global "Ultimate Destiny Success Puzzles" and Address Social, Economic and Environmental Challenges!

Bridging the Access to Creative Thinking, Problem Solving, and Capacity Building Resources Divide!

We believe the best way to generate greater individual and collective capacities for identifying and implementing solutions to the social, economic and environmental challenges we face is to empower, equip, and enable individuals, organizations and communities to realize and actualize more of their inherent creative power and potential. Those are the objectives of the non-profit organization and campaign for Expanding the Circle of Success (ETCOS). We resonate with Buckminster (Bucky) Fuller’s vision of “Betterment for 100% of humanity.” We believe this is the richest time in the history of the United States of America to collaborate, make a difference, help solve social, economic and environmental challenges, manifest responsible StewardHeirShip™ over wealth, and leave a rich legacy of empowerment and enlightenment! Shown below is part of an Empowerment Training Mentoring System™ located at one of the award-winning prototype CAN DO! Community Empowerment Resource Centers.

ESTABLISHING A FOUNDATION FOR A UNITED STATE OF AMERICANS™

This forthcoming book suggests that THE Foundational Principles upon which we as a people and as citizens are UNITED are far more significant and meaningful than any personal, social, economic or political differences, beliefs, opinions, STATES OF mind, disagreements, or divergent perspectives for as Benjamin Franklin said, “The destiny of AMERICA is not power, it is Light”.


The Resource Centers will educate, equip and enable individuals, organizations and communities to realize more of their potential and expand their capacity to help solve the social, economic and environmental challenges we face together on what Buckminster Fuller referred to as SpaceShip Earth and "betterment for 100% of humanity." By providing expanded access to development training resources and "Successful Living Skills for the 21st Century" including "infopreneurship" individuals, families and communities will be strengthened, jobs will be saved and created, and America will fulfill its ultimate destiny.

PUBLISHING ACRES OF DIAMONDS IN THE ROUGH
Preparing to Publish 21 of 101+ Books for *Solving Life’s Ultimate Success Puzzles™*

Which Pieces of the Puzzle Are Most Important to You!

www.solvinglifesultimatesuccesspuzzles.com
www.fulfillingyourultimatepotential.com
www.realizingyourmissionorlifepurpose.com/
www.financialfreedomandprosperity.com
www.creatingfinancialfreedomandprosperity.com
www.expandingthecircleofsuccess.org
www.raisingyourconsciousnesslevel.com
www.harnessingyourcreativemindpower.com
www.'realizingyourultimategoaldesire.com
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www.'creatingempoweringlovingrelationships.com
www.'livinginpeacejoyandbalance.com
www.'livinginpeacejoyandbalance.com
www.'makingadifferenceandleavingalegacy.com
www.'achievingbusinessandcareersuccess.com
www.'what'syourslq.com

OTHER POTENTIAL SPONSORSHIP AND OR CROWDFUNDING PROPERTIES

http://www.WhatGoodWouldYouDo.com

http://www.WhatsYourSLQ.com

http://stewardheirship.com

http://www.UniversalStewardHeirShip.com
In his classic book, *Acres of Diamonds*, Russell Conwell tells the true story of an African farmer who had read about diamonds being found in his country so he decided to sell his farm to go seeking for diamonds. According to Conwell, the property that the farmer sold became one of the richest diamond mines in the country and the farmer died destitute. He had not taken the time to do research to learn what diamonds look like in the rough or he would have discovered that his property was in fact acres of diamonds. Mr. Conwell traveled around the country telling the story over 6,000 times and he raised 7 million dollars in the process that he used to establish Temple University one of the first private universities in the United States.

We, the cocreators of the INterprises and INvitation shared in this book are somewhat like the African farmer. We are seeking ways to Awaken to our true identity, Realize more of our inherent potential and Know how to fulfill our ultimate destinies serving others and helping Expand the Circle of Success. By providing greater access to resources for Creative-thinking, Problem-solving and other Successful Living Skills, we will help generate expanded individual and collective capacities to address the social, economic and environmental challenges we face locally, nationally and globally.

But unlike the farmer, we do realize we are already in possession of significant and substantial riches in terms of the intellectual properties we have cocreated. We are in fact standing in acres of diamonds in the rough. The world needs the resources we are able to provide access to, there are major new vehicles and models for operating “cause-oriented” businesses, there is exciting expansion world-wide in Social Enterprise and Social Entrepreneurship, and there are many technological developments that have revolutionized the publishing, training, and marketing industries.

However we fully and humbly recognize that we do not possess the level of expertise and capacity to manifest StewardHeirShip™ over the rich treasures entrusted to us. That word encompasses Spirit, Service, Stewardship and Sustainability. We are far more interested in our programs, publications and organizations being developed and marketed successfully in order to reach, serve and bless as many people as possible than in making as much money as possible ourselves.

We also recognize that all of our 101+ publications, programs, web sites and organizations are diamonds in the rough. Because the cofounders of this initiative have received previous offers from wealthy individuals to buy part (or all) of the lead for-profit company (but turned them down for various reasons), we realize there is market value in what we have already developed. However rather than “sell” our acres of diamonds, (which we believe are actually hectares of many different kinds of valuable jewels) we are instead seeking to attract other individuals and organizations that resonate with our vision and have the needed expertise and bandwidth to collaborate with us in mutually beneficial ways.

As shared briefly in the Foreword, we recognize that there are unprecedented resources now available in the United States that can help us accomplish our ultimate vision and mission. They include the Benefit Corporation and B Corps models, expanded Crowdfunding opportunities that are beginning to include Equity Crowdfunding. Later sections of this book will provide more details on all of those including the US JOBS Act. We also recognize and are utilizing many of the major technological advances that have revolutionized the publishing, training, event, marketing and distribution industries.
All of what we have shared in terms of our assets, sense of vision, mission and commission combined with all the major changes in the related industries is like a huge puzzle that needs to be solved. However we don’t have the benefit of a picture on the top of the puzzle box. Because so many of the publications and programs we have developed are introduced as Successful Living Skills for Solving Life’s Ultimate Success Puzzles and our focus is on cooperation, cocreation and collaboration, we decided to publish this Introduction and Invitation to help us solve the Ultimate Success Puzzle! We also decided to demonstrate some of the intellectual properties we have developed that we use and help others learn how to utilize and that we are preparing to develop software for. They include: a Power Point presentation, formatting our vision as a proposal using the S.O.P.A.D.A. Formula; adapting our Strategic Marketing Matrix to illustrate 49 major components of helping ensure the ultimate success of our initiatives; and application of the Success Puzzle Template.

INTRODUCING THE ULTIMATE DESTINY UNIVERSITY FOR SUCCESSFUL LIVING

Earl Nightingale, co-founder of Nightingale-Conant, told a story about a father who was trying to work who had a young son who wanted to play. The father cut a picture of the world out of a magazine and made it into a jigsaw puzzle. He gave it to his son and told him that they could play when he had put the puzzle back together. The father who had imagined that it would take his son at least several minutes to complete the task was surprised when his son returned almost instantly with the puzzle completed. When he asked his son how he had managed to put it together so quickly, his son answered: “It was easy Dad. There was a picture of a man on the other side and when I put the picture of the man together, the world was together too.”

Ultimate Destiny Network Benefit Corporation and our non-profit Ultimate Destiny University are fostering the realization of human potential and “Expanding the Circle of Success.” That will be partly accomplished through the establishment of an international network of facilities and facilitators that provide resources for personal, organizational, and community empowerment. Our team has been conducting research for more than 40 years on the best programs, products and trainers to discover those that actually deliver results and help participants learn how to develop Successful Life, Work and Entrepreneurship Skills. We have developed dozens of new proprietary programs, products and systems that help people learn how to learn and access development training program resources.
We have also developed strategic alliances with the producers of best-selling programs and have developed adaptations of their programs designed to be more effective for the populations we serve, especially those who may have had limited experience with development training materials. We are helping these individuals learn how to put their own “success puzzles” together. And just like the story about the father and his son, as the individual pieces come together for each person, the puzzle for the whole world begins to come into focus.

Each of the 14 stand-alone titles for *Solving Life's Ultimate Success Puzzles* in the *Ultimate Destiny Success System* is filled with fun interactive quizzes, self-discovery exercises, implementation tools and featured resources designed to help readers realize more of their potential, fulfill their life purpose and mission and discover how to create their ultimate destiny (whatever that means to each individual.) In addition to product development activities, we have been designing, testing and refining various models for the local delivery of educational programs. This work has included: developing award-winning Community Resource Centers and Centers for Successful Living; and creating an award-winning Success Center Partnership for the Muncie, Indiana Public Housing Authority. That project is an excellent example of the results we expect to generate through our *Expanding the Circle of Success Program*.

We envision an international network of thousands of Centers for Successful Living and Empowerment Resource Centers staffed with certified Success Coaches, Empowerment Consultants and Empower Mentors. The Centers will provide new and expanded distribution channels for the world’s best resources for personal, organizational and community empowerment. As a result, potentially millions of people could ultimately develop a larger vision of themselves, learn how to set and achieve goals, increase their performance levels, manifest stewardship over increased financial resources, and live happier more productive lives.

There is the potential for thousands of new businesses and millions of new jobs to be created. Families, neighborhoods and communities will be empowered and strengthened. Successive generations will realize more of their potential and America will fulfill its ultimate destiny as an example of a fully actualized society. Our ultimate goal is to help (potentially millions of) people world-wide *A.R.K.: Awaken to their true identity; Realize more of their inherent potential; and Know how to create their ultimate destiny* (whatever that means to each individual). We plan to serve as the catalyst for the establishment of thousands of locally initiated facilities all over the world and the certification of thousands of facilitators for *Successful Life, Work and Entrepreneurship Skills*. This will be accomplished primarily through strategic alliances with some of the world’s leading resources for success and empowerment, including world-class success coaches and trainers.

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**PLEASE NOTE!** These few concept pages are excerpted from an Introduction and Invitation to participate we prepared in late 2017 to share with several existing and potential strategic alliance partners at events we attended on publishing, marketing, crowdfunding and sponsorship. For more information on this forthcoming publication, programs and our crowdfunding and sponsorship campaigns, please visit the web site at [https://www.acresofdiamondsintherough.com](https://www.acresofdiamondsintherough.com), contact Charles Betterton at 928-554-4715 or at ceo@ultimatedestinyuniversity.org. **THANK YOU!**