



MEMBERSHIP OPTIONS, SKILLS & KNOW-HOW PERSONAL SUPPORT & COMMUNITY

Membership Options

There are 3 **MONOPOLY Tribe** Membership options to choose from:

1. **MEMBERSHIP 365** – Full Membership for one calendar year including 12 x 45 minutes personal support sessions by Zoom. One single payment of USD4,999 complete with a 30 Day No-Questions-Asked 100% Money Back Guarantee.
2. **MEMBERSHIP 4 LIFE** – Full Membership for life including 50 x 45 minutes personal support sessions by Zoom. One single payment of USD12,999 complete with a 30 Day No-Questions-Asked 100% Money Back Guarantee.
3. **MEMBERSHIP TRY** – Full Membership including 1 x 45 minutes personal support session by Zoom for seven days for one US dollar. No auto-upgrades – no hassle to upgrade. Kick the tyres, take us for a drive and see if our Tribe is your Tribe.

Skills, Know-How & Community

Membership of the **MONOPOLY Tribe** gives you:

6. **The Walkthrough.** This four-part section kicks-off the **MONOPOLY Tribe** content experience by walking Dr David Bruce through the intelligent content marketing journey ahead. It prepares him to go on to build a MONOPOLY in his expert niche, from nothing, with no money invested.
7. **From 39,000 Feet.** Learn how Elspeth Rae – of Bruce Rae Properties in Edinburgh, Scotland – acquired a mere skeleton overview of the intelligent content marketing business model before immediately breathing vigorous new life into her property sourcing and management business by adopting the POWER OF FREE! And then, once the scales had fallen from her eyes, see how she became a fully-fledged connection economy entrepreneur.
8. **The Planner.** Follow the ‘zero-to-hero’ live case study journey of Dr David Bruce and his Executive Knowledge expert know-how business. See how he learns to convert from being an entrepreneur in the industrial economy to a connection economy entrepreneur.

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9. **Live Case Studies.** ALL the live cases studies of participating intelligent content marketers, including Tribe Members and our own cohort of foundation case studies, namely Hong Kong Visa Centre, Hong Kong Visa Sherpa, Monopoly Tribe, Zzzzip.com & Masterswitch 3 to name just a few!
10. **Tribe FM.** Our online radio outreach programming enables all MONOPOLY builders to consume and contribute to the knowhow and experience of intelligent content marketing as we spread the idea of this very modern business model.
11. **Podcast Discussions.** intelligent content marketing knowledge encapsulated in an audio format to enable consumption of the know-how 'on the go'.
12. **Jumpstart.** This is the point where 'the rubber hits the road' on your intelligent content marketing journey. Our Flagship **100 DAY MONOPOLY LIFT OFF** guides you through the connection economy entrepreneurship conversion process day-by-day. You will begin to learn the ropes; start to develop your WordPress platform; become comfortable with simple content creation; and gain traction en route to generating your first revenues within 100 days. **Jumpstart** comprises Skills, Knowhow, and Motivation delivered via The Daily Dose; Business and Personal Storytelling; and Preparing for Revenue and Platform Building.
13. **Tribal Assembly.** This is the section of our platform where you bookmark your work and reach out to us for your Talk 2 Us discussions.

Personal Support

We understand that you will need someone knowledgeable and experienced to speak to as you embark on and progress your intelligent content marketing entrepreneurship conversion. To this end, we have arranged 2 distinct support options for members of the **MONOPOLY Tribe** configured to enable us to answer questions and help you solve your MONOPOLY building problems in a scalable way.

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- 14. Talk 2 Us.** These are private 'on demand' Zoom sessions with our team for us to serve as a sounding board and to bounce ideas off in the context of your specific business. In each session we will answer your questions, point you in the direction of relevant content and serve as a coach/mentor as you transition into connection economy entrepreneurship. A video recording, audio version and transcript of the session in MS WORD follows every session
- 15. Your Questions Answered.** You can submit questions to our team and we will respond with a Podcast Answer within 48 hours. This is about us trying to help you as best we can by sharing our experience and what we have learned, anonymously availing this know-how more widely to our community as we publish the answers to the platform in pursuit of documenting our knowledge and know-how for all members to access.

But please remember: the **MONOPOLY Tribe** is a supportive community – it's *not* about agency. We don't know your specific niche and we don't purport to have all the answers – so you have to do the thinking for yourself. We can't fathom the nature of your specific business to prescribe answers about how your intelligent content marketing proposition will materialize – but we will help however we can. Over the last 10 years our team have built both the Hong Kong Visa Centre and **MONOPOLY Tribe** businesses whilst perfecting and proving the intelligent content marketing business model so we're the best folks to reach out to as and when you encounter the inevitable moments when you just need someone to talk to or get answers from.

- 16. Technical Teenager.** Each week one of our team will host an 'open-to-all' 40 minute webinar session. These sessions will cover aspects of the various kinds of simple technologies you will need to learn and get to grips with as you develop and build out your Intelligent Content Marketing platform.
- 17. Live With Your Tribe.** Once a week we will host an 'open- to-all' 40 minute webinar answering members' questions and raising new topics of interest.
- 18. Podcast Interview.** Every fully paid-up member of the **MONOPOLY Tribe** will be interviewed for Tribe FM. This allows you to further share your story in a professional format. In turn this will contribute to your own storytelling activities, published via your own WordPress websites as you build out your content platform.
- 19. Coffee with Stephen.** Any member of the **MONOPOLY Tribe** who finds themselves in Hong Kong or Mandurah, Western Australia, has a standing invitation to a get-to-know-you coffee with Stephen Barnes – and he'll do the buying!

DECEMBER 2021