Renford Broadcast Network

# The Business Plan

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**Introduction to the Plan**

This plan summary contains information on the five main areas of activity, all of which complements and benefits each other. 1) The publishing process, 2) The Laws of Material Wealth Personal Development Program, 3) Media: Radio by Renford, the Renford Broadcast Network, The Bookman Show and the *Lightways* E-zine, 4) The feature length film, *The River of Life*, we are making and the animated feature, *The House That Namuh Built*, we are planning, 5) The IAM Creative Network (IAMCN) which is a community outreach program to inspire creativity and facilitate creative minds. In conjunction with IAMCN we are developing a prison ministry with the initial program “Get it Off Your Chest”.

Also included are sections on the Products and Assets of the company, as well as expense revenue projections on each of the above mentioned sections.

The Media Section includes the above mentioned networks, shows and publication and cannot at this juncture be considered profit centers. The *Lightways*  E-zine will be selling advertising and seeking sponsors who will be featured. We are exploring ways of monetizing the networks and the two television shows, Book Man Show and Renford Revelations.

Section 6 provides some clarification of the products and services we currently have and what we are developing. There are multiple ways of marketing these products and services but there is no budget for such developments at present. If necessary, we will develop them one at a time with whatever funding we can make available.

We believe few companies have developed so far with so little in the way of working capital. Few companies, even after many years of operation, have so many products and services fully ready for marketing. The personal revenue of the founder, loans, volunteer workers and the primary income from contract work with client authors have made this possible.

We look forward to discussions with any who are interested in any aspect of the business as presented in this plan summary.

**Marketing a Book**

There are a number of ways new authors can go about the process of making their books available, but most writers simply do not know much about the process. They have heard about authors who spent frustrating years sending their manuscripts to publishers and faced only rejection. The demand has given rise to a proliferation of independent facilitators and companies that help authors in the publishing process. Generally, this means that they do the editing, formatting and proofing but are not equipped with the marketing expertise or connections to help much with distribution. In other words, there is a market for “assisted self-funded publishing”.

Marketing Plans have to be developed with the authors in order to target their market. The fulfillment centers facilitate the process and make available ways to market books. They provide the method of delivery for online marketing and are tools we use. However, it is necessary for an author, or those working with him, know how to provide everything for the complete package the way the author wants it. These companies either provide no editorial services or refer authors to sub-contracted services. They usually provide their services in packages authors have to live with – like them or not.

Many new authors are delighted when someone tells them they can help get their books published. They are less excited when they find that they have to pay for everything including the time and expertise of the one offering to help them publish their books! They really are unaware of what publishing entails. They have only seen the movie where one writes a book, sends the manuscript to publishers and waits for publishers to rush to them with a bonus check and possible movie rights. The level of realism is quite low, and ignorance of the industry abounds. Professional assistance and advice in the beginning of the process are invaluable.

Unless writers have received some notoriety and can command a large fee on the front end, they are going to have to sell their books. It is real work, and even the established publishing houses will want the author to dedicate substantial time at book signings and events designed to publicize the book. This, however, is an area that most facilitators of self-publishing and vanity press operations have not gone. It is important not only to help the author put the book together but to have expertise in marketing the book. A primary objective of IAMPress is to promote the author.

To be successful, in any business the operator must be aware of the intricacies of the business or have supreme confidence in someone or an advisor. Publishing is no different. In fact, it may be more complex than anything with which the author is familiar. There are many pitfalls and numerous ways time and money can be wasted without the kind of service a new author needs. The terms of production may be inexpensive, and an apparently generous contract may seem a sure thing, but if the publishing company is not capable of all that is necessary to get the book to the public, the author is not getting what he needs. If the author is not fully conversant with the system, it is a process of operating in the blind. Publishing houses may have numerous books but the new author generally has only one and can only get paid on the one he wrote.

Authors who have gone through the arduous task of writing a book and then learning the ropes to self-publish will still have to master the process of marketing it. There is editing, proofing, formatting as well as printing and binding to be done. And then there is the ISBN registration to be acquired and barcodes needed before a book can be released. All these things are necessary, but distribution often brings a rude awakening, and it is infinitely more difficult. Nowhere is a new author likely to have so many options and so much assistance in so many areas of the process of production and distribution as they will find with IAMPress and they will get this assistance from the beginning.

Authors retain ownership of their property unless IAMPress, or another publishing house, contracts for the book. In such cases, all costs related to production and distribution are paid for by the publisher. There is a difference in contracting with book distributors who market through bookstores and contracting with a publisher who has a distribution network. IAMPress not only helps get the book into print, but acts as an agent for contracting this type of company.

**International Article Syndications**

Renford regularly contributes articles to the LIGHTWAYS E-Zing, E-ZineArticles.com, ArticleCity.com, GoArticle.com, SelfGrowth.com, the Nashville Examiner.com, Articledashboard.com, Associatedcontent.com, Ezinemark.com and Ideamarketers.com. Collectively, the articles will be available at [www.IAM-COR.org/blog](http://www.IAM-COR.org/blog). Two fan pages exist on Facebook, the Institute of Applied Metaphysics.org and 2012. These articles are going into syndication with RSS.

**Lectures, Workshops and Seminars**

Renford has Guest Lectured in Universities, Churches and a wide variety of clubs and associations. Due to the publication of *The Father Confusors*, the development of *The Laws of Material Wealth* Study Program and Radio by Renford, public appearances have been limited. New tours are being developed for *The Mysteries Revealed* addressing all the hype about 2012 and The *Laws of Material Wealth* Program in conjunction with *The Unity Principles.* He also has commitments for the promotion of the author services marketed by IAMPress. Renford conducts classes online as well through the classroom at [www.IAM-COR.org](http://www.IAM-COR.org). These are held for students and interested parties internationally.

A lecture program involving the Renford Books and the author has been developed and speaking engagements are being conducted. Several 9 week workshops have been conducted to over the past year.

**Online bookstore** – The online bookstore can be viewed at www.iam-cor.org. Currently it includes only the Renford Books, but all IAMPress published books are being added as the second stage. The third stage will include all the books utilized by the Institute of Applied Metaphysics. The fourth stage will include recommended reading and any books we want to handle.

**Publishing consultants** – It is our contention that first time authors need assistance in the form of counseling in advance of any steps to publish. This is critical, and our position is that they should carefully consider retaining ownership of their work.

**Book Production** – We have produced 23 books over the past four years and have a reputation of producing quality work. We have also reproduced books out of print and will expand this activity.

**Book promotion and distribution** – Initially we were focused on the process of book production. Our concentration was the production of the Renford Books, a multi-volume metaphysical study program. Our experience with these books was utilized in the process of helping other first time authors. We have since developed marketing and distribution around our Internet marketing program. This program also includes more traditional systems as well.

**Social-media Marketing** – We are now able to produce infomercials for our authors, interviews and other multimedia sales programs.

**Audio Books and Infomercials** – Along with infomercials and video for our authors, we have developed an audio book service for the general public. We have installed recording software on the computers of those contracted for audio work and will begin with the Renford Books. With full funding, a studio will be created not only for audio books but for video infomercials featuring our authors.

**Conclusion**

The Renford Broadcast Network Financial Requirements

WEB SITE EXPENSES:

Auto Responder $ 240

Graphics 400

Socrates WP Theme 100

Automated Infrastructure 300

Membership Site Software 300

Video Hosting Account ($30 per month) 360

Domain Name Registration\* (35)

Website Construction\* (1,500)

Sub-total: 1,700

MARKETING EXPENSES:

CD & DVD Production 1,500

Sound Track for Power Point Presentation 100

Infomercial 200

Television Advertising 2,400

Printing (Tri-folds, flyers, etc.) 1,500

Best Seller Book Promo Program 5,000

Travel Costs (Speaking Tours, client meetings) 6,000

Sub-total: 16,700

EQUIPMENT EXPENSES:

Projector\* (600)

Screen for Projector 150

Spare bulb 140

Computers 2,500

Sub-total: 2,790

**CORPORATE EXPENSES:**

Corporate Registration (Legal Fees) 300

Trademark Registration 800

Key Man Insurance\* (3,350)

Business Plan\* (2,000)

Operating Overhead 3,000

A) Office Facilities

B) Office Supplies

C) Communications

Merchant Services (Credit Card Processing) 200

Accounting and Administration (6 months) 6,000

Sub-total: 30,300

**TOTAL: $31,490.00**

\*Already purchased.

**The Focus of the Promotion**

**What Remains to be Funded**

Much of the preparatory costs for the project have already been met by the author and Marketing Director. The actual costs and quotes for the package are detailed under the next heading. An additional blog sight will be created with graphics, a shopping cart and online bank accounts have to be set up. An affiliate program to include a number of online marketing agents and associates has already begun to take shape. Graphics for the packaging, membership software, and infrastructure formatting has been completed. The only remaining funding requirements have to do with inventory, travel for presentations and online marketing costs.

**Projected Financial Returns on the Project**

The Renford Book database is in excess of 6,000, however we will be adding to this database as we proceed. This operation will consist of 4 emails to this database – not just one. The first will be for a 10 day period.

**SECTION THREE**

**The Renford Books**

**A Synopsis of Each Renford Book**

Any publisher worth their salt will advise their client authors that they must market themselves as much as their book. The Renford Books are the 13 books written by James Renford Powell and he and his books are the primary product.

### *Searcher’s Road Map*

### This book is available as an E-book and periodically in paper back as long as supplies last. There is a charge if ordered as a paper back online via the website. Searcher’s Road Map introduces the reader to the Universal Laws, the Renford Books, the Institute of Applied Metaphysics and the Universal Law Society. This book promotes no religion but seeks to show how we are alike as opposed to how we are different. *The Searcher’s Road Map* is a book but it is also a marketing piece – an introduction to the Renford Books, the Institute and COR.

ISBN # 0-9768782-0-8

***The COR Document***

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The COR Document is the manual for the Church of Revelation. It faces the problems that beset religious organizations and explains the mission of the group. The Church of Revelation was established to provide assistance with the personal ministries of graduates of the Institute of Applied Metaphysics. One cannot join COR, but all graduates of the Institutes become members of the Council unless they decline membership. The Council helps determine the direction of the Church. This unique concept in service is explained in the book and provides the most politics free religious structure known.

ISBN # 978-0-9794839-4-3 0-9794839-4-8

##### *The Rules of the Game*

*The Rules of the Game* introduces the Universal Laws in the simplest manner possible. It is not an in-depth study, but provides a basis for understanding of the Laws. Many people do not consider what Jesus or Buddha had to say as relevant to their lives today. They are not really interested in the great sages. They are, however, interested in what Vince Lombardi, Lou Holtz and Bear Bryant had to say. These legendary philosopher coaches may never have thought in terms of Universal Principles but the quote of what they had to say recorded in this book shows they understood the principles about which they were speaking. The game of football is shown to be analogous to the Laws of Life, and the quotes illustrate that even on the simplest everyday matters of life, these Laws are in play.

ISBN # 0-9702289-3-7

***In Search of Self***

This is a book of prose and poetry by Renford that parallels the other books in the study of the Universal Laws. You will find that one of these Laws states that to truly understand anything, one must experience it personally*. In Search of Self* is the rendering of the Laws in verse. It allows readers to experience the process of identifying the Universal Laws from one’s life experiences. This book is more personal to the author in that his poems are tracking his process of self-discovery.

ISBN # 0-7596-9014-6

***The House That Namuh Built***

The creation of meaningful allegories, in fact, the writing of allegories, is an art form that some think is disappearing. When you do find a good allegory that is expressing a Universal Principle, it can have a powerful effect on your life. *The House That Namuh Built* is about first a man, and then a whole people who begin on the path of Self-discovery. Again, it is about the Universal Laws, the invariant facts of life, upon which we can base our understanding for Self-discovery. This is a modern day parable, an allegory of the process of Self-discovery. Everyone in the story represents an attitude, an emotion or a Universal Law. The purpose of the book is to aid readers in the process of identifying and verifying the Universal Laws from their own life experiences.

ISBN # 0-7596-5543-X

# *The Laws of Material Wealth*

# This book was written for those who are pondering career changes or contemplating going into business for themselves. It applies Renford’s understanding of the Universal Laws with his experience working with entrepreneurs, especially in start up situations. For many people developing their own business is a compelling idea. Sometimes a hobby or particular activity is all that really interests some people. *The Laws of Material Wealth* helps readers understand where this is coming from and why it is important for them as part of the creative process. The fundamentals based on the Universal Principles of creation are the foundation no one can ignore.

ISBN # 0-9768782-3-2

***The Laws of Material Wealth Workbook***

The Workbook for *The Laws of Material Wealth* follows the chapters in the book and includes five exercises in each chapter. Sample questions one may need to ask are included. The primary purpose is to assist the reader in the process of identifying and verifying each of the Universal Laws in his own experiences.

ISBN # 978-0-9794839-3-6 0-9794839-3-X

***The River of Life***

This book is primarily written in verse. It is about the eternal nature of being. It picks up an entity that is between physical lives and follows him on his journey down the river of life. It addresses the various theories of life after death that are usually dumped under the general term of “reincarnation.” Christian dogma starts the clock on the nature of being with physical birth, and this essentially denies the word “eternal” except in terms of an eternal reward or punishment. This book points to the fact that the word eternal means **without beginning or end**.

ISBN # 0-9768782-2-4

***The Mysteries Revealed***

This book looks at the meaning of the most controversial of the biblical books – the *Book of Revelation.* Many equate the word “apocalyptic” with the word “catastrophic.” “Apocalyptic” does not mean “catastrophic.” It means revelation. It is also called the Revelation of John. Since there are a number of visions mentioned Revelation should be treated and interpreted as a dream. Dreams can seem crazy when viewed in relative consciousness, so it is important to use the language of the mind. Since there are a number of visions mentioned, The Book of Revelation should be treated and interpreted as a dream. Though most consider the Book of Revelation simply to be a book of riddles, there are those who teach a religion of fear based upon it. *The Mysteries Revealed* is a metaphysical interpretation of the Apocalypse of John – the revelation of Jesus. It is a roadmap to self unfoldment. It is the mysteries revealed.

ISBN # 0-9702289-7-X

***The Metaphysical Bible***

It is a mistake of enormous proportions to think that one can interpret all the books of the Bible in exactly the same manner. One cannot interpret all these books literally, metaphysically or with any set formula. Each book was written by the writer to a specific individual or group for a specific reason. *The Father Confusors* deals with physical events described by ancient witnesses from their only points of reference. *The Metaphysical Bible* deals with scripture that is obviously metaphorical or metaphysical in nature. Popular and familiar passages such as *Isaiah* 55, the Lord’s Prayer, the 23rd *Psalm* and others are revealed in a different light. The deeper and, with all due respect to theologians and philosophers, clearer picture of what was being said is recorded for your study. Some, if not all, of the passages can be found in various books by Renford, but they are all together and in an easily understandable order in this book.

ISBN # 978-0-9794839-2-9 0-9794839-2-1

***What Now? Essays by Renford***

Included in this book is a series of essays by Renford on a variety of subjects of contemporary interest. The power that can be gained by understanding of the ancient teaching of the Masters comes alive with understanding of applied metaphysics. Without a practical way to understand and harmonize with the Universal Laws, the benefit is limited to the intellect or faith. The Essays are revelations that come from the process of identifying and verifying the Universal Laws from life experiences.

Electronic and Manuscript Form

***The Father Confusors***

This is a study of ancient scripture and the parallels that can be seen in related stories. It is in the second level of the study program of the Institute of Applied Metaphysics and builds on the lessons learned from the Universal Laws. Once the Universal Laws are understood, at least on a basic level, *The Father Confusors* helps differentiate between Universal Being – God and entities that were thought to be God or posed as God. The First Cause, the Creative Force we call Universal Being, is identified through the Divine Self-Expression, the Universal Laws. This book deals with numerous incidences described by ancient witnesses from their point of reference and what they are describing is not God nor God-like attitudes and actions. Witnesses describe an incident from the witnesses’ point of reference. Ancient witnesses could not include all the technological advancements of the 21st century.

***The Core Teachings***

This book identifies thirteen Universal Laws that were taught by the Great Masters. The emphasis is on how their teachings were alike as opposed to how they were different. It can be read in two ways. It may be read as any book from front to back in the normal way or the reader can take any one of the Universal Laws and follow the thinking of the Masters one by one. You can read what Buddha had to say about one of the Laws in the Dhammapada – what Lao Tzu said in the Tao Teh Ching, what Vedic writers said in ancient Vedic texts – what the Zen Masters said – what Jesus said and what Mohammed said. The reader can get a more comprehensive picture of a Universal Law than any way of which I am aware. Readers and students can see for themselves how the original teachings parallel each other. In the process of this study what has been added can be identified. To some degree, there is an introduction to the Universal Laws in virtually all of the Renford Books, but in *The Core Teachings,* there is a more in depth study of the Laws.

Electronic and Manuscript Form

***The Unity Principles***

This book is a study of the writings of Charles Fillmore and Emily Cady and records what they said about the Universal Laws in comparison to what are commonly accepted as the Unity Principles today. No matter how the Unity Principles are represented today, we can see in this book that Fillmore and Cady were very specific in their statements.

ISBN # 978-0-9794839-0-5 0-9794839-0-5

***The ULS Workbook***

The ULS Workbook contains the multiple choice Lesson Questions for the seven books and nine essays that make up the first level of study for the Institute of Applied Metaphysics. The first level is called the Universal Law Society because each of the Renford Books deals with the Universal Laws. The essays have True and False Lesson Questions. This is the workbook necessary for those who want to complete the ULS and become eligible for ordination by the Church of Revelation as Minister – Teacher.

ISBN # 0-9768782-1-6

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ooks and 2 Catalogs in print under the name “**The Renford Books**”. I use my middle name “Renford” as my writing name. For speaking engagements, radio and television, I use James Renford Powell.

2) **The Renford Books** are stand alone books but they are also texts in my school – the **Institute of Applied Metaphysics** – There are three degree levels in this program. Each level is $1,125 with an advantageous price for advance payment.

3) You can view the books on my website [www.IAM-COR.org](http://www.IAM-COR.org) or at Lulu.com and Author House.com. An author search of the name “Renford” will take you to the books with the print demand centers. At [www.IAM-COR.org](http://www.IAM-COR.org) you simply go to the bookstore. I produce a tri-fold for each book which is a preview of what the book is about. It is used in direct mail, special events and speaking engagements. I write for [www.selfgrowth.com](http://www.selfgrowth.com) and have a substantial presence on the Internet whether you Google, Bing or Yahoo and search for the name James Renford Powell.

4) With so many books, just keeping an inventory is costly. We use a local printer for the books required for speaking engagements. They are professionally produced with perfect binding on all but the workbooks. Workbooks are mostly spiral bound.

5) All of the books are on print demand with Lulu.com and Author House (formerly 1st Books). All are also available as E-books.

6) The three books at Author House are on Amazon.com, but the ones on Lulu have yet to be listed with Amazon*.* Those at Authorhouse are *The Mysteries Revealed, The House That Namuh Built* and *In Search of Self.*

7) When I speak, I sell books but I have not been able to organize the engagements, the money for inventory and the cost of traveling for a sustained tour. On occasion I have sold everything I had with me. I do not have anyone organizing a speaking schedule. At present, I do not solicit speaking engagements or organize classes outside of my online program for the Institute.

8) Speaking engagements are booked from time to time but there is no real organized program. They have been effective, often generating a demand for classes or workshops. When this occurs those wanting the classes must organize them and the facilities.

10) Power Point presentations have been created for *The Laws of Material Wealth* and for *The Unity Principles.*  There is also a Power Point presentation for **IAMPress**.

11) There are 3 free E-books on our site [www.IAM-COR.org](http://www.IAM-COR.org). that are used in connection with promotions. Hard copies can be ordered and purchased online as well.

* *The Searcher’s Road Map* looks like a book, feels like a book and in general is well received as a gift. It is really an introduction to the **Institute of Applied Metaphysics**, the Renford Books and the program of study. It contains a synopsis of each book. When funds are available, I print these in quantity to get the unit price down and give these away as well. Usually they are provided to book stores as a promotional. In these promotions anyone who buys one of my books gets a copy of *The Searcher’s Road Map*.
* *The Unity Principles* is a book based on the writings of Charles Fillmore and Emily Cady and was written for Unity ministers and members. It is provided as a free E-book and then followed by an E-zine promotion to sell hard copies. A former president of the Association of Unity Churches endorsed the book saying it should be taught from every Unity Pulpit.
* *The COR Document* is about a most unusual church called the **Church of Revelation**. You cannot join this church, but if you read *The COR Document* and answer the questions you are automatically a registered member. If you complete the first degree level of the Institute, you are eligible for ordination by the **Church of Revelation** and are automatically a Council Member of the Church. The sole purpose of the Church is to support individual ministries and provide a legal base for their ministries.

12) You can view all the books and workbooks either at [www.IAM-COR.org](http://www.IAM-COR.org) or Lulu.com. There is a synopsis of each publication in the back of each book and on the website.

13) We are making a film of one of the books, *The River of Life*, which is about the eternal nature of being. At the time of this writing, we have completed almost all of the recording and have about 3 days of shooting on the Wolf River and the Mississippi to complete before going to the mix.

14) I started a publishing arm of the Institute 11 years ago that has now become a separate commercial enterprise. It is called **IAMPress.** After publishing the first book, I was approached by aspiring authors for assistance. Eventually I began charging a consulting fee. Later I began actually producing the books and finally helped with distribution online. I can supply the *Plan Summary* and Business Plan for **IAMPress** because I am currently raising capital for this company. We have published over 20 books for client authors and others under the label of the client. This document has been created simply for inventory funding of **The Renford Books** so that they can be moved to Ingram.

15) Four of my books are not published yet. Two have been turned over for editing and one I am re-editing before turning it over. I have a new book that I am working on as well.

16) Cecil McDaniel, who works closely with me for book development, helps with a variety of things from design, internet marketing and online classes. There are at least eight associates with whom I have contracted for editing, proofing and formatting. We all work from our home offices. My wife and two daughters have also assisted with editing work.

17) We have done quite a bit with very little money, and I do not know how to grow the organization from this point without a financial partner or capitalization of some kind. I am offering a preferred share to those who know me and I am working on outside revenue to help underwrite the whole program. At the same time I am funding projects like the inventory funding on a project by project basis.

18) I had written many of these books before even thinking about publishing them. When we did start, we were able to complete a number of them very rapidly. They range in size from approximately a 100 pages up to close to 550 pages and are professionally produced.

19) Many people in the metaphysical community have favorably reviewed my books for content. But as you know, you can have a good book or series of books and never have any volume of sales; and you can have a mediocre book that does quite well because of good marketing. It is time to break the inertia and go past students and friends of the Institute to the general public.

20) As a missionary in South Vietnam during the war, I began studying Eastern religions in order to establish rapport with my Chinese students. There were about a half million Chinese at the time in Cholon, adjacent to Saigon. I began to discover statements of principles by Buddha and Lao Tzu that corresponded to statements of Jesus in the gospels and later to statements in unaccepted gospels. I began to build a matrix of statements of principles I call the Universal Laws. It made me go back to studying the Bible far more than I had as a Theology student. It eventually hit me that every time Jesus opened his mouth (as recorded), he was explaining or illustrating one of 13 Universal Laws or some aspect of one of these Laws. However, the same was true of Buddha and Lao Tzu. This led to 35 years of study and travel. I lived overseas 20 years – four and a half years in Vietnam, eight years in Hong Kong, a little less than a year in Thailand, three years in Bahrain and Saudi Arabia, two years in Cyprus and almost 2 years in England before returning to the US in 1986. I have been in Memphis until the present except for one and a half years in Dallas.

21) I have no problem substantiating any of what I have included in this document and will provide whatever documentation you might require. The fact is you can verify much of what I am saying simply by viewing my website, [www.IAM-COR.org](http://www.IAM-COR.org) and by reading one or more of my books. As noted, three of my books are free as E-books – *The Searcher’s Road Map* is an introduction to my books and the **Institute of Applied Metaphysics**.

As noted, I am working on capital requirements at present. I still write and edit in the evenings, but my days are spent on the funding process and company operations. Certainly, I would prefer a backer so I could put all my energy into the marketing of the books and the development of the Institute, but I do have experience in venture funding and expect to get where I want to go.

22) I am prepared to speak, be filmed or recorded, supply material and books or whatever is required to make progress with marketing. I have received ideas and thoughts from a number of sources, but exactly how to make application of them to the real world is another matter. Your specific thoughts on this information and your research of my activities would be welcomed.

23) I expect to produce a number of additional books and am capable of working extensively with those interested in this program. I have no health problems of which I am aware, and work consistently on writing, sales and administration. I will be available for discussion of any matters concerning the information disclosed in this document.

24) I have not written these books and set back hoping people would come buy them. They were written to provide a framework for the **Institute of Applied Metaphysics** I founded in the late 90s. In addition to this 3 level program, I began building a media organization which has developed into an Internet radio network of 11 shows with hosts in New York, Boston, Seattle, Little Rock, Memphis and the Netherlands.

25) I host 2 Television shows in the Memphis area, **The Book Man** on the Comcast Cable Network and I am taping a new show, **Renford Revelations**, to be aired on Channel 31, a commercial station. All these shows go up to our YouTube.com site and can be viewed by typing in **Renford Broadcast Network**. This site also features a show called **Core Concepts** where I interview religious and spiritual leaders. I ask them to tell us what they believe, why they believe this, what they are doing about it, how they came to accept the religion and how it is manifesting in their lives. We have the first DVD of *the Laws of Material Wealth* available there along with both TV shows, the **Core Concepts**, audio books, Music with Meaning and the Renford Theater. We are not all about radio and television. We have developed an E-zine, (an electronic magazine) and send links to those who want to receive it. All of this was created to sell books but now we are working to monetize these areas as well. For this reason we are working to capitalize **IAMPress.** Again the purpose of this document is different. It is to present the first and priority step – getting the books moved to Ingram.

**Summary**

I have four books awaiting my attention. *The Core Teachings* requires only the color coding as editing is near completion. *The Laws of Material Wealth Personal Development Program Support Material* requires my attention to a final check before becoming a new workbook that will be added to the program. The *IAM-WELL* composite book I have written and that will include chapters by up to 9 contributing writers is being developed slowly. My latest effort is a book called *The Revealer* which was not planned but has come upon me in the midst of these projects already in progress. I am a little less than a hundred pages into it.

As I have noted, these books await my attention but there are other pressing matters, writing that had to be completed such as **The Renford Books Catalog**, **The Media Marketing Package, The Laws of Material Wealth Website Re-write, The New IAMPress Website drafts, and the next edition of LIGHTWAYS.**  However, while all this is important the priority is transferring the Renford Books to Ingram and thus the purpose of this presentation.

It is critical to our efforts to get all of the **Renford Books** transferred to Ingram in order to raise the revenues of the group (**IAMPress, IAM-COR**, and the **Renford Broadcast Network**.) RBN includes Radio by Renford, the YouTube site, the television shows and **LIGHTWAYS.** The reason for the development of these organizations was to create a media program that would make it possible to effectively market the **Renford Books**. They were not originally developed as profit centers but part of the book marketing program. Now we have turned our attention to also making them profitable.

We will keep the “print demand centers” where the books are now but move all the printing work for the **Renford Books** to Ingram. The reasons for this are:

1) The cost per unit for the books will be substantially lower. Ingram does all the printing for the print demand centers we use and we will save that mark up.

2) With Ingram all the books will be listed in their International Catalog, Barnes and Noble and Amazon.com. There are also a large number of listings less known but important for effective marketing.

3) The relationship will be firmly established with Ingram when **The Renford Books** are moved that will make it possible to benefit all the authors **IAMPress** has and will be publishing.

4) Ingram is international. They have a distribution center in England for Europe and our plan is to develop a marketing program there where we have an existing partner. I was based there for 2 years and the partner is in Cheltenham where one of the largest book fairs in the world is held each year.

5) We will be creating our own fulfillment center which means we will have some additional costs such as shipping and handling, facilities and staff but the margin of profit on each book will be substantially higher.

**Inventory and Transfer**

Minimum Average Cost:

If the minimum average cost is $5.00 and the total is 1,500 Books the cost would be $7500.

Freight to and from IAMPress $500

Book Retail Total

The House That Namuh Built $ 15.50 $ 1.550

The Core Teachings 27.00 2,700

LOMW Workbook 33.33 3,333

The Mysteries Revealed 19.50 1,950

The Metaphysical Bible 17.96 1,796

In Search of Self 17.95 1,795

Unity Principles 12.96 1,296

Searcher’s Road Map 5.26 526

The COR Document 12.96 1,296

The ULS Workbook 32.50 3,250

The Father Confusors 29.99 2,999

LOMW Book 26.80 2,680

LOMW Support Material 17.50 1,750

Rules of the Game 10.50 1,050

River of Life 17.96 1,796

Total $29,766

Maximum Average Cost:

If the average price of the 1500 books was $6.00 the total would be $9000. We cannot get an official quote until we post it to the print demand center. We are working with the average price for the 1500 books with each of the 15 having a different price. This average is given as a figure to work with. The official prices and shipping costs will be provided as we begin posting. Even if the average cost of a book was $10, which it is not, the retail would be double. Our estimate is that the cost of printing and shipping will not exceed $10,000. This would provide for almost 3 times the cost price if all sold at retail. It could be as low as $9,000.

Some books may be purchased by stores (Discount 40%) which would reduce the profit margin but it would quicken liquidation of the books and the loan. Some orders may have to go direct to printers because of the numbers. Here we are talking about selling only 100 of each book and we could have an order for 500 of a particular book. I need to know we have at least $10,000 available for this exercise. I am making a one-time proposal to get this $10,000 back to you and share the profits equally. If it takes a whole year to liquidate the 1500 books you are looking at a return as noted above and if it takes 6 months you are looking at twice this amount annualized.

SECTION FOUR

**Renford Broadcast Network**

**RBN at YouTube.com**

**Television – The Bookman Show and Renford Revelations**

**Lightways E-zine**

**Radio by Renford**

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**Introduction**

The Renford Broadcast Network is the media program that operates independently but in association with the Institute of Applied Metaphysics. It includes:

**LIGHTWAYS**, a quarterly electronic magazine (E-zine) which is free and available at [www.IAM-COR.org](http://www.IAM-COR.org). The link is sent to a large number of email subscribers and interested parties. It is also provided on a subscription basis in hardcopy form.

**YouTube.com** includes our television shows, The Book Man, The Renford Revelations and the Core Concepts Interviews and Lectures. There is a segment with The Laws of Material Wealth Personal Development Program, Audio Books, Music with Meaning and The Renford Theater.

**Radio by Renford**, a series of 1 hour talk shows broadcast on blogtalkradio.com/renford over the Internet. There are 12 shows a week with hosts in New York, Boston, Seattle, Little Rock, Memphis and the Netherlands. We currently have 2 hours a day in broadcast time and 5,000 advertising spots going to 5 million listeners. We are moving to a larger package which gives 24 hours a day broadcast time.

**IAMPress (Online Marketing)**, a publishing company specializing in coaching and book development for first-time authors. The three phases include 1) putting the author in the position of making informed decisions, book production and marketing and distribution. In the final phase, to compliment speaking, workshops and seminars we have developed an online marketing program which may be used by anyone, not just book sales for authors.

**Video Infomercials and Advertising**

What makes our media program attractive is that one-dimensional advertising can become media marketing. Combinations may be used or the individual programs mentioned above. Marketing is a constant process of testing which can be monitored and tailored in this program

There are multiple ways to participate on a modest basis to determine the most effective way for you to market your product or service. Ask yourself, do I want to advertise my product or service or do I want to market it. Advertising is only one tool of marketing and you can utilize publications that go to your target market and still go to a broader market to develop new markets for your developing company.

**LIGHTWAYS – The E-zine**

LIGHTWAYS is an E-zine, (electronic magazine) which is distributed in volume by way of email links. It also remains at specific locations such as our websites, [www.IAM-COR.org](http://www.IAM-COR.org), [www.blogtalkradio.com/renford](http://www.blogtalkradio.com/renford) and the Renford Broadcast Network on YouTube.com and ABOOKNU.com the IAMPress website, where anyone can download it. It is a live publication as new additions are made during the quarter between editions. New updates of events and flashes are added to the electronic version. Subscribers will receive the hard copy of the magazine but can also download the updates by downloading the E-zine and blogs.

LIGHTWAYS is part of the Renford Broadcast Network which includes a substantial YouTube site with 6 sections. The site includes, The Laws of Material Wealth, the Book Man Television Show, The KNOW Show, The Core Concepts Series, Audio Books, Music with Meaning and The Renford Theater.

Each edition features an overall theme and in some cases will feature a particular company or product. LIGHTWAYS is also the voice of the Institute of Applied Metaphysics, The Church of Revelation and IAMPress

LIGHTWAYS serves as an extension of the Book Store. It provides a connection to RBR and RBN shows and acts as a bulletin for the Institute of Applied Metaphysics and the Church of Revelation. It ties these activities together so that they become mutually beneficial to the reader.

Sponsors and Advertisers benefit from this connection. Sponsors are displayed not only in LIGHTWAYS but on RBR and RBN. Advertisers can get more coverage in multiple arenas at a lower cost.

LIGHTWAYS is about a clearer, more enlightened and positive creative process whatever you are developing. You will find articles and information that can help you overcome all obstacles.

An obstacle is just a challenge and challenges are how we grow and far exceed our original expectation. Two key words that we cannot afford to forget are INTENT and EXPECTATION. Know that until you establish INTENT in your mind, nothing will happen. Once you do and recognize that what is created in thought will be made manifest you can EXPECT to realize in the physical what you created mentally.

Everything around that we see with our eyes had to exist in someone’s mind first. Thought creates form. Without thought there can be no form.

LIGHTWAYS is not just another magazine riding the wave of fashion for a season.

LIGHTWAYS does not chase current issues or get involved in the politics of the moment.

LIGHTWAYS is not attempting to benefit by the rising interest in health issues or New Age themes. The focus is on the creative process for all readers who understand that there are Universal Principles that it are possible to come into harmony with.

LIGHTWAYS, like RBR and RBN is interested in providing you with the information to make informed decisions. Our founder is the author of 15 books dealing with the process of creation, with the process of identifying and verifying the Universal Laws in our life experiences and with the very real process of creation.

Your LIGHTWAY Magazine, whether electronic or printed material, is your coordinator and connection with the Institute of Applied Metaphysics, the Church of Revelation, Radio by Renford, Publishing and Printing as well as the Renford Broadcast Network.

**Features of LIGHTWAYS**

The LIGHTWAYS E-zine is the voice of The Institute of Applied Metaphysics and The Church of Revelation. It is published by IAMPress on behalf of the Institute. The features of LIGHTWAYS are as follows:

1. **Subscription Sales**: This is a free electronic magazine with a subscription charge for hard copy versions.
2. **Articles and Interviews:** Articles are contributed by James Renford Powell and guests who have appeared on the Radio by Renford Network, the television shows and Core Concepts.
3. **Activities and Projects**: The Activities and Projects section includes reporting and updates of all developments concerning the Institute and COR.

1. **Distribution**: The primary form of distribution is by e-mail and at key postings. There are copies of LIGHTWAYS that aredelivered by mail to subscribers. There are certain bookstores in which LIGHTWAYS is on sale.

1. **Editorial**: There are regular editorial comments from Renford and article contributors are numerous as they come from both RBR and RBN.

1. **Renford Articles**: Each issue provides a visit with the founder and includes excerpts from the Renford Books. This will serve the purpose of introducing subscribers to the Renford Books and the course of study provided by the Institute.
2. **Letters to the Editor**: A section for Letters to the Editor is in each issue and a segment for the Renford Q&A allows anyone to ask questions or make statements with regard to the Renford Books or any of the Renford hosted shows.
3. **Book Reviews**: Because of other functions of the Institute and the support of IAMPress, and as a general service to subscribers we provide a book review in each issue.
4. **Seasonal Themes**: Each issue has a theme that is loosely followed. The cover relates to the key story.
5. **Humor:** Each issue has a humor section. This may take the form of a cartoon or strip. It may simply be a humorous piece in verse or story form.
6. **Music Review**: The music review is not just to be a critique of a singer or artist but a biographical or autobiographical piece about a person and their music.
7. **Poetry**: We would like to see at least one poet introduced each quarter. Poets may submit their poems and one will be chosen for each issue. A short biographical sketch will be done on the poet.
8. **Artwork for Advertisers**: Most advertisers will provide camera-ready artwork but there will be those who do not. We provide this service at a reasonable price.. We will want to have Artists available or more complicated work.
9. **Articles**: Articles can be solicited from known writers or submitted by unknown writers for review. Some will be keen to submit articles without pay in order to become published authors
10. **Interviews**: Interviews are a staple of LIGHTWAYS due to the connection with RBR and RBN. We have numerous people who have been on the radio and TV shows that will also contribute articles.

1. **Layout and Design**: We believe that there should be some experimentation with the layout and design of Lightways but the prototype chosen for the presentation has been posted for some time.
2. **Calendar of Events**: A calendar of events is provided free for those who want to announce an event in this area. It is updated in the E-zine wherever posted all during the quarter. This is separate from the Activities and Updates section which is specifically those of IAM, COR and IAMPress.
3. **Database:** The IAM database is augmented by database purchases that include people who have responded to inquiries as to their interest in this type of material. These are lists and databases of people who are likely to have some interest in LIGHTWAYS or metaphysical publications in general. They are provided a link and if they opt in a relationship is established.
4. **LIGHTWAYS** is published by IAMPress for and on behalf of the Institute of Applied Metaphysics, the Church of Revelation, various sponsors and companies that contract us.

If you would like more details with regard to any of the Renford Broadcast Network media programs please contact Jim Powell at 901-487-9365.

Any comments can be added below or you may write us at IAMPress, 3053 Dumbarton Road, Memphis, TN 38128 or email us at [IAMPress@gmail.com](mailto:IAMPress@gmail.com).

**LIGHTWAYS**

**Advertising Rates**

Size 1 Quarter 2 Quarters 3 Quarters 4 Quarters

Full Page $900. $800. $700. $600.

2/3 Page 700. 600. 500. 400.

½ Page 550. 450. 350. 300.

1/3 Page 350. 300. 250. 200.

¼ Page 250. 200. 175. 150.

1/6 Page 200. 175. 150. 100.

1/8 Page 150. 125. 100. 75.

Business Card 125. 100. 80. 60.

Classified 1.00 (per word)

Event Listing 20.00 (40 Words Max)

On Going Events $10.00

Feature for Edition $2000

Sponsorship Program – Sponsors are not limited to any one of the parts of the Renford Broadcast Network. Sponsors have permanent displays in LIGHTWAYS, on the Renford Broadcast Network site at YouTube.com, and on the home page of Radio by Renford. They are also listed as Sponsors for the Television shows. They may also choose a show of their choice on RBR. Sponsors commit to at least 12 months at $100 per month.

**Radio by Renford (RBR Network)**

The RBR Network (Radio by Renford) currently includes 11shows. The shows are:

Monday:

**The Cosmic Contact Show** at 6:30pm CST is hosted by Pam Drinnon. Pam specializes is programs that have successfully drawn numerous callers for her psychic guests. Her Heart Wall practice has been very well received. She hosts her shows from Seattle Washington.

Tuesday:

**The IAM-WELL Show** at 8:00pm CST is hosted by Annemieke Van Eijkeren in Holland. Annemieke’s guests have come from both Europe and the United States and are of high quality. She has a large listener base and attracts a large number of visitors to the RBR Network archives. Her Co-Host is Eric Mace from New York and the Moderator is Rhonda Harrison.

**The Night Search Show** at 9:30pm CST is hosted by Eddie Middleton from Memphis, Tennessee and Justin Abner from Orlando FL. This show has been broadcast for more than 13 years. Eddie brought his show to the RBR Network and is the only one that deals with the paranormal. Eddie is the Tennessee State Director for MUFON which is the organization that investigates UFO sightings. His guests include other paranormal subjects such as Big Foot and Ghosts reports.

Wednesday:

**The KNOW Show** at 7:00pm CST, hosted by Rev. Robert J. V. McMillan. Rev. McMillan hosts his show from Little Rock Arkansas and specializes in the “New Thought Movement” and spirituality in general. The Moderator is Rhonda Harrison

**The Laws of Material Wealth Personal Development Program** is live at 8:30pm CST and is hosted by James Renford Powell from Memphis Tennessee. The program was created to provide the commentary on the 54 weeks of support material sent each week to those who purchased The Laws of Material Wealth Personal Development Program. After the 54th week the guests will be drawn from entrepreneurs worldwide. The show is also broadcast on the DreamVisions7 Network each week from Boston with listeners in 125 countries. The shows Moderator is Rhonda Harrison.

Thursday:

**The Progressive News Weekly** at 5:30pm CST is hosted by Darryl Clark from New York. Darryl’s guests have included well known personalities such as Dick Gregory and tend to focus on hot issues and current events. This is a long running show formerly on another network in New York. The Moderator and co-host is Cecil McDaniel.

**Intuitive Heart Radio** at 7:00pm CST Abigail Noel, a medium, a healer and a teacher interviews guests and reveals what she has found in her research in other dimensions. This is an “out of the box” platform where Spiritual Truth can be explored without judgment.

Friday:

**The Searcher’s Roadmap Show** at 1:00pm CST is hosted by Rhonda Harrison from Red Feathers Lakes Colorado. The Searcher’s Roadmap was the first RBR Show and thus the longest running show. Rhonda often hosts Shaman from around the world at her home 9000 feet up the mountains of Colorado. She is an expert healer, a great Moderator and now hosts this show.

**The Dream Visions 7 Show** at 3:00pm CST hosted by Deborah Beauvais from Boston Mass. Deborah controls a network which broadcast from an NBC station in Boston and from the Internet. Her network is made up of over a hundred hosts with a listener base in over 125 countries.

Saturday:

**Soul Town – The Sound of Music** broadcastat 3:00pm and is hosted from Memphis, Tennessee by Reginald Jenkins. Reginald was a founder member and CEO of Sound Town Records which was established after the closure of Stax Records in Memphis. The company received rewards from Soul Train from one of the most successful records called ‘Taxi”. We have included music on some of the shows performed by guests but this will be the first combination of talk and music show on the network. He will be featuring musicians from around the world but with some emphasis on the rich musical center of Memphis.

Sunday:

**The Dream Visions 7 Show** Sunday at 3:00pn CST from Boston

Two shows a week come to RBR from the Dream Visions 7 Network with a broad cross section of 150 hosts from around the world. Two shows a week from the hosts of RBR go to the Dream Visions 7 Network. This is a cooperative program to expand the listener base of both networks. This show gives exposure of her hosts to the 5 million listeners Blogtalk Radio shows. At the same time it exposes RBR hosts to an international listener base.

**The total number of listeners of blogtalk radio is estimated to be in excess of five million. The shows are accessed by going to the RBR Network page located at** [**www.blogtalkradio.com/renford**](http://www.blogtalkradio.com/renford) **or calling 1-347-838-9142. All the shows are archived. The Director of RBR is Cecil McDaniel.**

**Feature Shows on RBN (YouTube.com)**

All of the Book Man Shows, the Core Concepts Lectures, The Laws of Material Wealth Personal Development Program DVDs, Music with Meaning, and the Renford Theatre are all posted on the Renford Broadcast Network channel located on YouTube. We expect to expand this activity to include an Internet station with live streaming advertising of the Institute of Applied Metaphysics and its affiliated companies and projects. All the shows are displayed in the LIGHTWAYS E-zine

**The Core Concepts Lecture Series**

Sunday evenings at 4:30 COR and the Institute sponsors a series of lectures at One Community in Memphis Tennessee. Each evening’s lecture includes a music program and a question and answer session after the lecture. These lectures include a wide variety of disciplines and they are not all of a religious, spiritual or metaphysical nature. The sound track of the lecture is aired as a radio show on Sundays by the RBR Network on ([www.blogtalkradio.com/renford](http://www.blogtalkradio.com/renford)) and it is posted at YouTube on the Renford Broadcast Network channel. The Coordinators are Jackie Williams and Heather Watson

**The Book Man Show**

The Book Man Show airs on the Comcast Cable Network on Saturday evenings at 9:30pm CST. This is a 30 minute program where viewers can find out about the what, who, where, when, why and how of getting their literary work published. It is a show where the subject matter is always books. Authors we have published and experts on influential books are all interviewed on The Book Man Show. Questions by viewers are answered and on occasion those who are working on books are allowed to ask their questions live on the show. The Book Man Show will also be on internet television and possibly syndicated on local stations in the U.S. and abroad. The Book Man Show is also posted on YouTube – The Renford Broadcast Network channel. We expect to syndicate the show and to broadcast on commercial channels.

**The Renford Revelatons**

This show airs on Channel 31, a commercial television station in Memphis Tennessee. It features the teachings of Renford in the Renford Books and both the Church of Revelation and the Institute of Applied Metaphysics. The focus is on knowing as opposed to faith, not that the two can really be separated. The emphasis is on searching the scriptures to see if the things said be so. It features factual research and the process of identifying and verifying the 13 Universal and Spiritual principles as taught by the Masters.

Television show sponsorship provides a unique way to advertise your product or service at a very economic rate. Sponsorship at $250 per month of Renford Revelations gets the sponsor 60 advertisements of 30 seconds each for the month. The advertisements are run on a broad cross section of shows and on loops at all hours. The station is Channel 31 and covers a 500 mile radius of Memphis Tennessee. This reaches cities such as St. Louis, Dallas and Atlanta with viewer numbers around 550,000 at any one time. We can solicit any number of such sponsors but we do not generate revenue from doing so. We do gain air time.

**Video Infomercials and Advertising**

Everything from short 30 second type video advertising spots to 20 – 30 minute Infomercials can be scheduled on site or in the studio. These videos may be created for a Renford Broadcast Network program or for use wherever you like and to your specifications. Audio commercials spots, CDs and even audio books can be produced to your specifications.

IAMPress Resources

**The Publishing Business** – IAMPress and how it works (Author Marketing Package)

**The Renford Books Franchise Program –** Earn up to 45% of the revenue.

**IAMPress Affiliate Program** – Ask for program information and **Franchise Program**

**Radio by Renford** – [www.blogtalkradio.com/renford](http://www.blogtalkradio.com/renford) (Hosts, Moderators, Interviews)

**Renford Broadcast Network** – YouTube.com – Seven Sections

**Lightways** – Electronic Magazine – www.IAM-COR.org

**The Book Man Show** – Cable Television and YouTube (Comcast Cable Network)

**The Renford Revelations Show** – Channel 31 show hosted by James Renford Powell

**The Film Productions** – *The River of Life* – *The House That Namuh Built*

**Shows – Workshops – Seminars – Speaking Engagements**

**The IAM Three degree level program Texts** – The Renford Books

**The Laws of Material Wealth** – Personal Development Program

**Article Contributions** – Nashville Examiner, E-zineArticles.com and SelfGrowth.com.

**Social Media –** Facebook, Twitter, Linkedin,

**International Marketing –** Online Marketing – Affiliates – Franchises

**Experienced Management –** Mentors and classes with **Building More Wealth**

**The Products and Services** – Interconnected

**Search Engines** – **James Renford Powell** on Google, Bing or Yahoo,

**The Benefits of Working with RBN**

Experienced marketing people say marketing is a matter of constantly testing various vehicles and that when you get through testing, test some more. Certain products and services may have always been advertised or marketed a specific way but sometimes we find that trying an alternate system has paid big dividends. You may have tried the following:

News Paper Advertising,

Trade Magazines

Radio

Television

Video Infomercials and Advertising

Direct Mail

Internet – email

Word of Mouth or personal referral

Free magazine distribution

Telemarketing

Text gram

IAMPress, because of the marketing work we do with first-time authors, is experienced with all of the above.

When you are a sponsor your access is to Television, YouTube.com, Radio and LIGHTWAYS. Advertisers also can combo radio – magazine for maximum coverage.

Advertisers can also combo TV, radio and print media at a reduced price.

Online marketing is available due to the fact we are already managing this process for client authors.

Advertisers may also buy a feature issue. In other words an organization can be the feature theme for an issue of LIGHTWAYS. The interviews would be with the key person and/or organization personnel. All articles chosen would be in line with the theme.

Auxiliary publications we produce, such as book catalogs, flyers and trifolds for client authors are available for advertising. Space is available in most of these.

Advertising exclusively on the radio, TV and print media can be one dimensional. Each has to be tested and monitored and generally does not include a complete marketing program. Working with LIGHTWAYS is more than just advertising. It can be as comprehensive as your budget and your needs require.

Specialty publications have advertising that is regional or may be city wide and can be effective if your market is central to that area. The Renford Broadcast Network publications and TV and radio all have unlimited distribution. Even the local TV shows are posted to YouTube.com.

Blogtalk Radio boast 5 million listeners and Radio by Renford gets 5000 add spots per month. These are available in addition to posting adverts on the screen during shows. These adverts oscillate on screen all during the show.

Due to marketing agreements with other magazines and broadcasters our shows are broadcast to a much larger audience than is possible on a local station. For instance we have a working relationship with Dream Visions 7 radio that broadcast from a terrestrial station in Boston. Their shows then go to internet radio on a system comparable to [www.blogtalkradio.com/renford](http://www.blogtalkradio.com/renford). They have a listener base in135 countries and more than 50 hosts operate in this network. Two of our shows each week go to Boston in exchange for two of their shows coming to our network. This type of arrangement means worldwide coverage for ours shows and advertisers.

Advertising in LIGHTWAYS and the radio shows last a long time. We will get about 12 listeners going to the archives for each who listens to the show online. Once the show is up it is always up. Our archives go back 5 years. The LIGHTWAYS issues remain posted on IAM-COR ever after there is a new edition. Advertising spots on YouTube.com. are based on length of posting.

Spots on the Radio and Television shows are not just recordings though recordings are certainly used but the Host personally gives the product prominence.

**Marketing Price Structure**

These are some of the basic marketing products that we can offer online for books, products and services. These prices do not include the cost of production. These are basic online marketing cost with consultations being an additional cost. We mix and match the products and services to meet the customer’s need.

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Conference Room Online per event $49.99

Webinars starting at $299.99

Meet Author Interviews $99.99

Speaking Engagements $1,500.00

International fulfillment $599.00

**Online Marketing Packages**

**Option 1: Bronze (Start Up) Marketing Package $799.**

Single Book

Perfect for one-product sites.

Utilize the Pay-Per-Click ads to bring customers interested in buying.

Set a monthly cost cap.

Control your advertising budget and still get results.

Get reports on your click-through ratio.

Consultation and other service can be purchased in addition to the above mentioned

Services.

**Option 2: Silver Marketing Package $1299**

Pay-Per-Click and Banner Ads to reach 99% of the web. Everything in Option 1, Plus

Select from additional pay-per-click options.

Run multiple campaigns targeted at different customer groups.

Ad click-through ratio evaluation and refinement

Consultation and other service can be purchased in addition to the above-mentioned services.

**Option 3: Gold Market Package $1999**

Everything in Options 1 & 2, Plus

Get tested sales leads

Set up email campaigns

Custom banners or ads with your marketing messages.

Inclusion in one of the main paid listing search engines.

Consultation and other service can be purchased in addition to the above-mentioned services.

**Option 4: Platinum Marketing Package $2499**

Everything in Options 1,2 & 3, Plus

Inclusion in the top paid search engines

Inclusion in Yahoo's SiteMatch Advertising

ROI Reports

Consultation and other service can be purchased in addition to the above-mentioned services

**Standard Rates for Web Page Design**

* ***Static* site: $300 for First Web Page Design**  
  (*includes 1 hour consultation and design mockups*)
* $50 for each additional static web page
* $50/hr. for other basic services (*maintenance, updates, digital photography, technical writing, web-ready image prep, etc.*)
* ***Dynamic* site: $500 for First Web Page Design**   
  (*includes 2 hours consultation and design mockups for database or e-Commerce site*)
* $75/hr. for database design and advanced coding  
  (*ASP, Cold Fusion, Flash Interface for Rich Media*)

**Additional Services for WebPageDesign**

These services will be charged on an hourly basis

* $75/hr - Database Design and interface with ASP or Cold Fusion
* $75/hr - Flash Animation and ActionScript
* $75/hr - **Flash Animated Business Cards** on mini CD's
* $75/hr - Video Editing (*client to provide digital footage*)
* $65/hr. Custom JavaScript
* $65/hr - **Graphic Design** for logos and print
* $50/hr - Digital Photography (*in the greater Sacramento area*)
* $50/hr - Copy writing and/or editing of content, Technical Writing
* $50/hr -Creating PDF's
* $50/hr -Typing copy that is not provided digitally (*email or floppy disk*)
* $50/hr -Custom **Online Marketing Package** & Consultation
* $50/hr -**Search Engine Optimization** and Submission
* $50/hr -Site maintenance, billed in 15 minute increments

# Additional charges paid to third-party services

* **Domain Name Registration:** Approximately $15 a year, paid to Registration Service
* **Hosting Service:** Approximately $10/mo. for Hosting of your site on a server. Sites with SQL databases or high volume will run higher.
* **Streaming Media:** These services start around $39/month.

**Possible costs for e-Commerce Services**

* **Shopping Carts:** Prices range from $30 - $400 depending on functionality.
* **Credit Card Service:** There is a wide range of services and the choice will be based on your projected volume of business. Bank Set Up Fees can be $99-$175, discount rates from 2.35%-5.5%. Some services also have monthly fees of approximately $25

**SECTION FIVE**

**Special Projects**

**Introduction**

The special project are two potential films, one of which we have been developing for six years. The River of Life has extensive footage with the complete narrative in place. No projections are made and no special funding programs will be presented. These projects will require partners and expertise from the industry.

There have already been a number of interested parties in The House That Namuh Built but funding has not been available with these parties. It is, therefore, still a work in process.

**Feature Film Projects**

**The River of Life**

It is as if the poem and book, *The River of Life*, have had a mind of their own. Originally it was intended as a final poem to go into *In Search of Self*, a collection of 63 poems I’ve written over a number of years. *In Search of Self* is about my personal process and is actually the most personal of my books. *The River of Life* wouldn’t stop flowing so I kept recording it – on the side of the road, in coffee shops or in Church. It became an epic of 50 pages focused on the eternal nature of being. Eternal does not mean only without end, it also means without beginning and this poem is illustrative of this truth.

We had been creating power point presentations for some of my books as well as workbooks. I began working on the idea of creating a power point presentation with an illustrated story line. The poem would be on the screen with the illustrations.

Cecil McDaniel, the Online Director of the Institute of applied Metaphysics has had a great deal of experience in music production and multimedia work. He had a more advanced idea of what *The River of Life* could be. Shortly thereafter Gary Witt, a successful documentary film maker and educator came into the picture. The Law of Attraction and the Law of Evolution and Unfoldment were evident in the process. We are now deeply involved in creating a full length feature production.

This production will include video and over 500 images, both paintings and photographs. At the same time the narration and the poem will be on screen as well as sound. Viewers will be able to both hear and see the poem with breathtaking scenery. Quality music in the background, along with some sound affects will be included. There will be no animated or illustrated story line but the viewer will have these aids to assist with their vision of the story the same as they would with a book or radio.

This will no doubt be considered a hybrid feature production and could be considered one of the most spiritual features yet made. The story begins when our main character “Self” is out of body between lives as he is being drawn back to the river of life by unfilled desires. It culminates as he completes his passage of the river of life and learns of the never ending cycle of life, loving and unfoldment.

This production is being funded by IAMPress but a production company may be formed specifically for it. IAMPress preferred shareholders are providing the initial seed funds. There will be approximately $150,000 in preferred shares which will be convertible to common shares of IAMPress at 2 for 1 or redeemable with interest. At the time of printing there are $75,000 remaining. This figure could be outdated very rapidly. The picture will be made regardless of whether there is outside participation or not. Only the timing of the release may be adjusted.

Additional funding is being sought not only from individual preferred shareholders but also from state and city organizations who seek to attract and develop filming in Memphis. Joint venture participants, grants and any other potential sources will be approached. An established system of funding will be in place before we will be able to proceed with the next project.

The River of Life Feature Project is now over 3 years in the making. We have worked on it when the money and time was available. At this point all of the characters have been recorded, the Introduction and Summary as well as the narrative for the whole show.

The footage which is mostly river scenes is extensive. We need more footage of a smaller river, some storm scenes and some footage from above the clouds like one might see flying on a jet at 30,000 feet.

The music will have to be coordinated as well as the scenes so that a sunny day picture on the screen while a storm is being depicted in words. While the scenery is mostly around or of a river it does have to be matched with the words of the poem.

There is no story line illustrations such as actors or animation telling the story. The poem, *The River of Life*, tells the story and the picture are generated in the mind. Whether one has all his faculties, is deaf or blind they will be able to enjoy this film. Whenever we read or listen to an audio tape any kind of story or novel with the first sentence we have mind pictures of what we are reading or listening to. We have created a movie anyone can experience. The footage creates atmosphere; the music creates atmosphere but the words create the pictures.

The poem is the center-piece of a book by the same title, *The River of Life* by Renford. The only thing added is the Introduction and Closing. The poem remains in tact but the chapters before and after the poem are not included. The book can be purchased in our bookstore at [www.IAM-COR.org](http://www.IAM-COR.org)

The “Stanzas” provided in this Project Summary was designed originally to be an explanation of each stanza for children. In other words, it was produced to assist parents with their explanations.

The story opens with the camera moving across some surreal paintings by Walid Sakaan. As the it progresses the paintings give way to photographs with the same technique being employed where the camera moves across them as opposed to video. This in turn gives way to video footage. This happens in reverse as the the film comes to an end with it going back to photos and paintings.

The last thing to be added will be the music but the key to our success will be the editing. For this reason we are still talking to professionals who at the same time have some idea about the meaning and concepts of the poem. There are more and more films of a metaphysical nature being produced and there is a market for them. We are looking forward to taking the production to film festivals but we expect the revenue to come from special event shows and DVD sales. It may be included in workshops. It will certainly be on “pay for view” Internet Television.

*The River of Life* is a poem that was developed into a book and was covered with all the books in an earlier segment of this profile. It is now the subject of a full length feature film that has been in production for more than three years. All of the recording has been completed and most of the footage. The editing is now underway. The film work has been by Gary Witt, the head of the Oral History Department of Lausanne School and by James Buchanan, a professional film maker and photographer. The art has been contributed by Walid Sakaan and Kevin Hutchins. The photographic work is by Scott Sherman. Audio work was done by Cecil McDaniel. The vision for the film is that of Renford.

**The House That Namuh Built**

*The River of Life* is less traditional and less expensive to make than the animation of *The House That Namuh Built*. Screen writing has already begun on this book. It is an allegory about the way things are and why. It is designed to help readers and the viewers with the process of identifying and verifying the Universal Laws from their own life experiences. We see this as important because those who have identified and verified the Laws from their life experiences cease to base their lives on blind faith or tradition only. They have moved to a position of knowing. If they know the Laws due to having been there and done that, their lives are no longer seemingly a series of accidents or misfortunes. They know what is going on and where to look for answers.

*The House That Namuh Built* is a modern day parable, an allegory that is not only entertaining for readers but carries a message with every character and every chapter. Namuh is HUMAN spelled backwards. The character’s names sound foreign to English readers but they are English words spelled backwards. Everyone in the book means something. For instance, Namuh’s big problem is a priest named Raef, which is FEAR spelled backwards. His wife is Regna, which is ANGER spelled backwards. When Namuh is placed under house arrest, he escapes to the mountain to find the sage Renni Nam, which is INNER MAN spelled backwards.

During his process of obeying what he sees as a command from God to build him a house, he comes in contact with a series of people who assist him, whether they know it or not, with his process of discovering the Universal Laws. These incidents in the story line can provide clues for our process of self-discovery.

Screen play software has been provided by established animators and screenwriters have been consulted. A story line is being developed and we think that the completion of *The River of Life* will be an important step on the way to making *The House That Namuh Built* an animated feature film.

**Special Projects**

**The River of Life**

Corporation Registration

Market Research

Business Plan

Cinamatography

Travel Expenses

Fees and Licenses

Voice and General Audio Sound Track

Sound Effects

Musical Sound Track

Editing and Mix

Marketing

Website Construction and Expenses

DVD Production

Media Pack

Accounting and Administration

Foreign Markets

Bonuses to Voice, Camera and Editorial Staff

**The House That Namuh Built Corporation Registration**

Corporation Registration

Market Research

Business Plan

Cinamatography

Travel Expenses

Fees and Licenses

Voice and General Audio Sound Track

Animation

Editing and Mix

Marketing

Website Construction and Expenses

DVD Production

Media Pack

Accounting and Administration

Foreign Markets

Bonuses to Voice, Camera and Editorial Staff

The estimation by film makers to produce ***The House That Namuh Built*** is $5,000,000. No detailed analysis for this film is included in this business plan. This will be a separately funded project

**SECTION SIX**

**Products and Assets**

**Primary Products and Assets**

The primary service of IAMPress is the coaching, production and marketing required for first-time authors. We also re-publish, produce and market for authors who wish to transfer their titles to IAMPress.

**Renford Books and Products** – Below are listed the products of IAMPress.

Renford Books and Products

|  |
| --- |
| **Quantity** |
| **\_Whole** | **Retail\_E-book\_**Audio\_**\_**\_**The Mysteries Revealed\_** 40%\_ $19.50\_$11.25\_$10.50\_**\_**\_**The Mysteries Workbook\_40%\_** $12.00\_$ 9.40\_$ 7.20\_**\_**\_The Rules of The Game\_ 40%\_ $10.50\_$ 7.35\_$ 6.30\_**\_**\_The House That Namuh Built\_ 40%\_ $15.50\_$10.85\_ NA\_**\_**\_In Search of Self\_ 40%\_ $17.75\_$12.43\_$10.65\_**\_**\_The River of Life\_ 40%\_ $13.50\_$ 8.45\_$ 7.10\_**\_** \_Language of the Mind\_ NA\_ NA\_ NA\_ NA\_**\_** \_The Core Teachings\_ NA\_ NA\_ NA\_ NA\_**\_**\_**The Laws of Material Wealth** |
| 40%\_$ 26.81 | $17.99\_ NA\_**\_**\_**LOMW Workbook\_** 40%\_$ 33.33\_$ 22.00\_ NA\_**\_**\_**The LOMW Power Point CD\_** 40%\_$ 25.00\_\_ NA\_**\_**\_**Unity Principles\_** 40%\_$ 13.50\_$ 8.45\_$ 8.10\_**\_**\_**Unity Principles Workbook\_** NA\_ NA\_ NA\_ NA\_**\_**\_**Unity Principles PowerPoint CD\_** 40%\_$ 5.00\_$ 3.50\_$ 3.00\_**\_**\_**The COR Document\_** 40%\_$ 11.00\_$ 7.70\_ NA\_**\_**\_**Searcher’s Road Map\_** FREE\_$ 5.26\_ FREE\_ FREE\_**\_**\_**The Father Confusors\_** 40%\_ $29.99\_$18.50\_ NA\_**\_**\_**The Metaphysical Bible\_** 40 |
| $15.50\_$10.85 | $ 8.30\_**\_**\_**Science of Getting Rich Outline Commentary.\_** NA\_ NA\_$ 5.00\_ NA\_\_\_**Think and Grow Rich Outline Commentary\_** NA\_ NA\_$ 5.00\_ NA\_\_ \_**What Now – Essays by Renford\_** NA\_ NA\_ NA\_ NA\_\_\_**The LIGHTWAYS E-Zine\_** NA\_ NA\_ FREE\_ NA\_\_\_**IAMPress Power Point\_** NA\_ NA\_ FREE\_ NA\_\_\_**The ULS Workbook\_** NA\_ $32.50\_$ 11.90\_$10.20\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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ULS Registration and Order Form

This is the course list of the Universal Law Society (ULS), the First Degree Level of the Institute of Applied Metaphysics (IAM). To enroll, choose the payment plan by indicating your choices in the Order column.

The **Basic** **Payment Plan:** payment for each course as taken

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| **Code** | **Course** | **Textbook** |  | **Fee** | **Order** |  | ULS101 | Introduction to ULS | *The ULS Workbook* |  | $225.00 |  |  | ULS102 | Introduction to the Universal Laws | *The Searcher’s Roadmap* |  | $125.00 \_ |  | ULS103 | Practical Metaphysics | *The Rules of The Game* |  | $145.00 |  |  | ULS104 | Identification and Verification | *The House That Namuh Built* |  | $180.00 |  |  | ULS105 | Self-discovery | *In Search of Self* |  | $155.00 |  |  | ULS106 | The Eternal Nature of Being | *The River of Life* |  | $130.00 |  |  | ULS107 | The Church of Revelation | *The COR Document* |  | $125.00 |  |  |  |  |  |  |  |  |

The **Prepayment Plan:** a savings of 20% with prepayment of all courses

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| --- | --- | --- | --- | --- | --- |
| ULS100 | All Courses listed above | All Textbooks |  | $1075.00 |  |

M.A. Registration and Order Form

This is the course list of the Manifestation and.Acceptance (M.A.), the Second Degree Level of the Institute of Applied Metaphysics (IAM). To enroll, choose the payment plan by indicating your choices in the Order column.

The **Basic** **Payment Plan:** payment for each course as taken

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| **Code** | **Course** | **Textbook** |  | **Fee** | **Order** |  | MA201 | The Masters Introduction | *The MA Workbook* |  | $185 |  |  | MA202 | The LOMW Study Program | *The Laws of Material Wealth* |  | $297 |  |  | MA203 | Lessons From Industry Titans | *Think and Grow Rich* |  | $145 |  |  | MA204 | The Law of Proper Perspective | *The Power of Awareness* |  | $165 |  |  | MA205 | The Law of Being | *The Power of Now* |  | $185 |  |  | MA206 | Believing and Knowing | *The Biology of Belief* |  | $155 |  |  | MA207 | The Law of Pure Potentiality | *The Hidden Power* |  | $145 |  |  |  |  |  |  |  |  |

The **Prepayment Plan:** a savings of 20% with prepayment of all courses

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| MA200 | All Courses listed above | All Textbooks |  | $1277.00 |  |

PhAM Registration and Order Form

This is the course list of the Universal Law Society (ULS), the First Degree Level of the Institute of Applied Metaphysics (IAM). To enroll, choose the payment plan by indicating your choices in the Order column.

The **Basic** **Payment Plan:** payment for each course as taken

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| **Code** | **Course** | **Textbook** |  | **Fee** | **Order** |  | PhAM101 | Applied Metaphysics Introduction | *The PhAM Workbook* |  | $225 |  |  | PhAM102 | Metaphysics and the Bible | *The Metaphysical Bible* |  | $185 |  |  | PhAM103 | The Revelation of Jesus | *The Mysteries Revealed* |  | $195 |  |  | PhAM104 | Comparative Religions | *The Core Teachings* |  | $225 |  |  | PhAM105 | Alien Intervention | *The Father Confusors* |  | $295 |  |  | PhAM106 | The Major Questions Answered | *What Now? Essays by Renford* |  | $255 |  |  | PhAM107 | Seven Levels of Transcendence | *The Seven Rays* |  | $185 |  |  |  |  |  |  |  |  |

The **Prepayment Plan:** a savings of 20% with prepayment of all courses

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PhAM | All Courses listed above | All Textbooks |  | $1565.00 |  |

Besides the Renford Books, IAMPress Author’s books, CDs and DVDs additional products include, Writer’s Workshops, LOMW Workshops, Workshops on specific IAM Courses, Prosper Quest Products and Speaking Engagements.

The products and services of the Media Section include advertising, feature sponsorships and the IAMPress Studio audio and video recording.

The IAM-COR.org website

The Laws of Material Wealth.com website

The Laws of Material Wealth Package – book, workbook and videos – 300 copies

The blogtalkradio.com home page – 5 years of shows

The YouTube site of Renford Broadcast Network – more than 2 years of shows, Core Concepts, Book Man Shows, Renford Revelations Shows

The $17,000 expended on putting the Laws of Material Wealth Package

The publication of 15 Renford books

Contracts we hold with authors for marketing their books

The Film footage of The River of Life and audio recordings

The 36 member staff of contractors and volunteers

The stable of Authors (18)

The New Leaf contract

The 30 books published

**SECTION SEVEN**

**Financial Projections**

**Overall Full Funding**

We expect the amount required to be between 3 and 5 million dollars, the exact amount to be determined when the seed funding is complete. We expect to secure full funding in a joint venture, a private placement or a public offering. This amount may change if we form a separate production company to produce multimedia presentations such as *The River of Life* and infomercials for our client authors. This production is already underway and scheduled for completion before the end of 2013.

The first phase is to secure between $150,000 and $200,000 in cash, services and skill contributions. The cash portion is essentially **First Phase Funding** the money to raise the money. The preliminary cost for a joint venture participant, private placement or a public offering will be covered from these funds. These seed funds will also cover the market research, the business plan and the production of *The River of Life*. The Renford Books will be available in more ways and the inventory increased for direct distribution. *The Searcher’s Road Map,* an introduction to the Renford Books, the Institute of Applied Metaphysics and indirectly to IAMPress, will be printed in a quantity exceeding 5000. This is our primary gifting item used as a marketing tool.

**First Phase Funding**

We expect full funding to be between 3 and 5 million dollars, the exact amount to be determined when the seed funding is complete and in consultation with parties interested in participation. We expect to secure full funding in a joint venture, a private placement or a public offering. This amount may change if we form a separate production company to produce multimedia presentations such as *The River of Life* and infomercials for our client authors. This production is already underway and scheduled for completion before September of 2013.

The first phase is to secure a minimum of $40,000 seed funding and between $150,000 and $200,000 in cash, services and skill contributions. The cash portion is essentially the money to raise the money. The preliminary cost for a joint venture participant, private placement or a public offering will be covered from these funds. These seed funds will also cover the market research, the business plan and the production of *The River of Life*. The Renford Books will be available in more ways and the inventory increased for direct distribution. *The Searcher’s Road Map,* an introduction to the Renford Books, the Institute of Applied Metaphysics and indirectly to IAMPress, will be printed in a quantity exceeding 5000. This is our primary marketing tool.

**General Combined Budget for RBN**

12 months studio time $1,800.

12 months blogtalk radio time 1,080.

Full Network (blogtalk) 24,000

Posting of Renford Books to LS (13) 2,600.

Hosting and Domain fees pa 250.

The production of The Laws of Material Wealth Infomercial 240.

Initial physical inventory of the Infomercial 150

Initialsound track of The River of Life (Narrative) 300.

Infomercial video and editing 240.

Shows / Travel cost average per show 4,000.

Cards, Letterhead, Presentation Folders 800.

Renford Broadcast Network contract fees 1,200.

Radio by Renford contract fees 1,200.

Corporate Registration (IAMPress and LOMW/ PROSPERQUEST) 1,000

Trademark Registration 800

Keyman Insurance 3,350

Business Plan 5,400

Merchant Services 200

Accountant and Administrative Services 6,000

Website Construction 599

Auto responder 240

Graphics for The Father Confusors 1,750

Word Press 129

Commercial Television time for the Bookman Show 15,600

Projector and spare bulbs 740

**SECTION EIGHT**

**Officers and Directors**

James Renford Powell

# Photographed by James Buchanan

# About the Founder

James Renford Powell is the author of 15 books, all of which are based in metaphysical studies. He is the founder of the Institute of Applied Metaphysics, a three degree level program facilitating evolution and unfoldment, and IAMPress, a publishing company specializing in work with authors who want to maintain ownership of their work. His personal ministry is called COR (Church of Revelation) and is an online worldwide ministry. Details on these organizations can be found at www.IAM-COR.org. Renford created the E-Zine (magazine) ***Lightways*** and has developed the **RBR Network** of talk shows on [www.blogtalkradio.com/renford](http://www.blogtalkradio.com/renford). **The Renford Broadcast Network** is available on YouTube and includes The Book Man Show, The Core Concepts Lectures, The Laws of Material Wealth Personal Development Program, Music with Meaning, Audio Books and the Renford Theatre. Additional information on James Renford Powell is available on Google, Yahoo and Bing.

Renford trained for the ministry and served during the war as a missionary teacher in Cholon, the Chinese community in Saigon, South Viet Nam. He studied Mandarin Chinese at University of Saigon – School of Living Languages. In his search for common ground with his students, he became a student of Eastern religions and philosophy. His studies led him to the conclusion that there were certain principles taught by all the Great Masters and that these principles are common but almost unrecognizable in many religions. He remained abroad for 20 years, living, working and traveling throughout the Far East, the Middle East and Europe immersing himself in the Chinese and Arab cultures, their languages and religions. His studies of their ancient texts and cultures were not just book learning but live and up close. He insists that his higher education commenced when he began his mission in South Vietnam in 1966.

Renford rarely uses any title designation even though he is the Overseer of the Church of Revelation and founder of the Institute of Applied Metaphysics. He is a writer, speaker, teacher as well as radio and television host. He has never been a devotee of any Guru, Swami, or Master and he does not follow exclusively any spiritual discipline of the East or West. He has listened, learned and even lived with extraordinary teachers. He feels no need to create credibility by the use of a recognized teacher’s name. He does not see any religious organization as necessary in the process of Self-discovery. His insights and writings come from Universal Mind without filtration through any doctrine or dogma. He points out that his program of study is self-verifiable.

The Renford process of Self-discovery is taught from experience and bears little resemblance to any organized religious discipline or any system or ritual taught by recognized Asian or Occidental teachers. He teaches nothing he has not experienced, seen revealed in his intuitive meditations or that cannot be understood by utilization of the four pillars of his program. They are Identification, Verification, Observation and Meditation. Identification of the 13 Universal Laws and verification of them in one’s own life experience followed by Self-observation and Meditation are his regimen. His teachings can more easily be traced to the experiences of Buddha, Jesus, Pythagoras, Heraclitus, Philo and Spinoza than to organized religion or any modern teachers. This is because it is the same experience, yet he writes about his own process only mentioning their experiences where they parallel his own.

All of the Renford books and articles go to the heart of religion and philosophy – the original principles taught by all the Great Masters. Each book deals with how they are alike, as opposed to how they are different. He maintains the differences came about due to the organization builders who came after the Great Masters.

The emphasis of his books, articles and lectures is on assisting students and readers with the process of Self-discovery, which is where one can come to know Universal Being. No leap of faith is required. Each student is free to follow his own path and at his own pace. Using a sports analogy, he says, “One can be taught to tackle, run with the ball, block, and in general perform the functions required to play the game of football but the game cannot exist without the rules. Such a game would not be football as we know it. Without first the Laws, there could have been no creation and life could not be sustained. The Laws of Life had to exist first because without them, no life would be possible. They are the Divine Self-expression.” He goes on to say, “Understand the rules of the game of life and it is possible to be in harmony and find purpose in it.”

Renford remained abroad for 20 years, living and working in the Far East, the Middle East, and Europe. The Renford Books are the result of the author’s process of self-discovery. They deal with how, regardless of religion and culture, the Masters brought a common message.

****

**Diane Powell**

Diane is currently employed by FedEx in their brokerage division. She has extensive experience in the supply chain network, writing and editing.

**Training and Education/Technical Writing**

* Assess training needs based on varying levels of experience and conduct training classes
* Create, develop and maintain training materials, including practical exercises and tests
* Coordinate training schedules to accommodate operational needs
* Apprise management of training progress and results; design and present training certificates
* Conduct post training audit to ensure compliance and monitor practical application of newly learned material
* Retrain/retest and/or make recommendations for disciplinary action
* Assess operation processes for accuracy and efficiency; maintain and update as necessary
* Design and conduct customized courses and seminars for employees and clients

**Management and Leadership**

* Coach and communicate with employees regarding company policies, procedures, safety practices and standards and operational requirements
* Identify training needs, assess job assignments and implement special programs to improve employee productivity and develop employees for promotional opportunities
* Set and monitor objectives to ensure success
* Encourage staff to be enthusiastic/motivated about their assignments and commend their efforts and achievements
* Listen to staff about individual problems, needs and concerns
* Provide regular feedback to minimize surprises during performance reviews

Manage conflict effectively

* Take responsibility for actions and accept responsibility for mistakes
* Work well independently with minimal contact or direction

https://lh4.googleusercontent.com/wbl4yv6SJGkYXxJlrtRoZG97w-mvPWkfAAueIH0OccTqKjbQ25Fw3ndAwCvtOI1Hs4nTDfTtmp92VfukX2kqIZUjAws=w992-h526

**Richard S Floyd**

Richard is the founder of ProsperQuest which has become an integral part of the Laws of Material Wealth Personal Development Program. ProsperQuest is a membership empowerment organization that works to provide goods and services cheaper or for free.

Richard has established multiple businesses and has displayed a keen analytical mind which has been utilized by many business owners in their attempt to establish a streamlined and profitable marketing program.

He has appeared on the Book Man Show, the Core Concepts Lecture Series and designed the marketing program for The Laws of Material Wealth Personal Development Program. He is a frequent co-host on the show by the same name. He is the marketing Director for the program.



**Cecil McDaniel**

Cecil McDaniel is a veteran Bassist, born and raised in Memphis, Tennessee, home of the Blues, R & B, Staxx and so much more. After having played multiple instruments in bands all of his life, he decided in seventies and eighties that he would focus on a formal education, a natural progression from his training throughout his middle school and high school training. Touch by the lyrical content of all kinds of songs, from all genres of music Cecil decided to become a songwriter like his influences Stevie Wonder, John Lennon, and Ray Charles.

Legally blind since birth, poor and black created as excellent platform for the blues which Cecil was first known for thanks to his Dad. He was taught to play not only the guitar but the harmonica as well. Cecil has been recorded on numerous blues, gospel, hip-hop, pop, jazz and R&B, to name a few. Studying Djimbe and other drums from West Africa with a Master Drummer for three plus years was also life changing and a connection to even deeper roots than before.

Cecil is the founder of BTO Solutions providing services for both hardware and software customers. He has been active in the music business being both a musician and a recording technician. He is also a teacher on many levels including the metaphysical. For IAMPress he is responsible for book cover design and image enhancements internally. His is the final formatting before a book is posted with the printer

Cecil is the Technical Director of the Radio by Renford Network of talk shows and responsible for the training of all the moderators. He is also co-host of the Progressive News Weekly show with Darryl Clark from New York.

**Robert J.V. McMillan**



Robert J.V. McMillan is a retired Marketing Executive & Consultant to the Hospitality Industry, having worked in the major convention and visitors bureaus in Washington, D.C., and Baltimore, Maryland. Mr. McMillan is a professional photographer and writer whose client list includes the congressional Black Caucus, the Washington Post and the Baltimore Times, just to mention a few. His poems, photographs and writings have been published in numerous periodicals, newspapers, calendars, and web sites across the country and across the globe.

Mr. McMillian is a director of multiple companies in the IAM-COR group, host of the KNOW Show and frequent motivational speaker for new thought churches. A member of Unity since 1979, Rev. McMillan is an independent New Thought Minister who became involved with Religious Science (RS) ministry in 2006 and served as President of the Capital District International New Thought Alliance (CDINTA) from 2000 to 2008, headquartered in Washington, D.C. serving member churches, organizations and individuals in Delaware, Maryland, Virginia and the District of Columbia.

**Section Nine**

**Organization Chart**

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Organization Chart

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**IAMPress**

**IAMCN LOMW PDP Publishing RBN Renford Books Film Projects**

Events Affiliate Consulting TV Franchise Program River of Life

Program

Contests Production You E-mail Marketing House That

Tube Namuh Built

Promotions Mkt & Dist.

Lightways

Radio by

Renford

**PROFIT CENTERS**

**Film Productions** – Two projects involving *The River of Life* and *The House That Namuh Built.* *The River of Life* is an experimental film that will be available for the visually impaired and the hearing impaired as well as for the normally impaired.

*The House That Namuh* built has been primarily viewed as a potential animated feature film.

**Renford Broadcast Network**

**Radio by Renford Television Lightways E-zine YouTube.com**

Cosmic Contacts The Book Man Advertising LOMW DVD

Center of Light Renford Revelations Articles Book Man Show

IAM-WELL Interviews Core Concepts

Night Search Events Postings Audio Books

KNOW Show Books Music / Meaning

Laws of Material Wealth Featured Artists Renford Theater

Personal Development

Featured Books

Progressive News Weekly

Featured Musicians

Dream Visions 7

Soul Sound

Dream Visions 7

Searcher’s Road Map