Part-time business: Do you want to make an extra € 300,- a month? Or € 600,- or € 1200,- or even more? Discover how to get more profit, time and freedom in your life.
Join us in the rapidly growing industry of digital marketing, IT, social media & web.

Increase your income and have the law of success work for you, so you can make all the money you want.

Welcome

Welcome to **"Free Starter Package"** In this document you can read a lot of information. You will also see the connection with the book "The Law Of Success" from Napoleon Hill. And much more.

The person who pointed you to this information is the first person who can answer your questions as your coach. Your coach is your first point of contact with regards to any questions you may have. When you join, you also receive periodic group coaching information via e-mail from our Dutch head office. From that moment on, you can also ask questions to our head office via our ticketing system: https://tomkoster.ladesk.com

You are able to ask questions via our head office by e-mail: team@tomkoster.nl You will notice that we use a lot of American information in this program. We call it The Teachings Of Uncle Sam. There is an online calendar with a workspace schedule available via the link below.

https://tomkoster.mykajabi.com/pages/calendar

Table of content:

Introduction.	4
The 90-Day Challenge.	7
4 ways to make money.	8
4-Hour Solution.	13
Certification.	14
Calendar.	15
12 steps of riches.	16
Inspired by Napoleon Hill (1873-1970).	18
The Coaching Square.	21
Bill & Larry's GROUP.	25
5 steps of The Pattern.	28
Pricing.	35
30-day money back and disclaimer.	42
Disclaimer.	43
2 YouTube videos show you more.	44
Who is most suited to join?	46
Get started now.	48
QR codes with fast links to url's.	49

Introduction.

Discover how to get more profit, time and freedom in your life. Join us in the rapidly growing industry of digital marketing, IT, social media & web. Increase your income and have the law of success work for you, so you can make all the money you want.

Welcome to DigitalConcierge.Academy. There is a lot of information for you to read here.

At certain times you will be asked to watch a YouTube video. The information is also available online via our membership website. You will receive an e-mail with the access details.

You may be referred to this information via one of our publications. It is also likely that someone else, who is already a certified digital concierge, directed you to this information.

You may want to know that we are here to assist you, so you get to know the information and possibilities on how to make money, build and grow your business as a Certified Digital Concierge.

You will be assigned a coach. When you were referred to this information via another member of our program, then that person will be your coach/mentor.

You will see the 4 ways you can make money. There are examples available for you to see the income possibilities. Note that this is not a guarantee to success.

We developed a step by step process to get to know each other a little bit more.

You will be asked to take a next step by scheduling a phone appointment with the person who directed you to this information and is already a member of our program. If you found us via one of our publications instead, your next step will be to schedule a phone appointment with one of our staff members.

The next step is the creation of your personal 12-month plan. You let us know what your business goals are and how fast you want to achieve them.

Don't be overwhelmed by all the information you see here. There is a lot to show and tell. To be honest with you, once you join there is even more education available for you.

To build a successful business takes an investment in time, energy and money. We are here to assist you in building your business using our proven pattern.

Once you join, you can take part in the 90-Day Challenge. Your coach/mentor will assist you in that and later on you can read more about it. We even give away prizes to the best 3 performers of the 90 day challenge every 90 days.

You have a 30-day money back guarantee as well, and later on you can read more about that. But for now it's all for free.

Just take some time to read the available information here. You will also receive an e-mail with the login details to our membership website.

Together with your coach/mentor you develop your personal 12-month plan. This is all done for free. Once you take a next step to join the program, we are here to assist you to achieve the goals you set in your 12-month plan.

Over the next 90 days, let us help you BUILD (AND GROW) your Digital Concierge business and make your first sales. You collect the money and keep 100%.

We are going to work with you. We all have the same goals, which are to create revenue and get new clients by doing work in the field of digital marketing, IT, social media and web as a certified digital concierge. Later on, I will explain how the certification works.

Since your coach can only mentor one person in a region of about 20.000 people, most of the other member participants are located in another regions. Sometimes even in another countries.

DigitalConcierge.Academy founder Tom Koster tells his story that he only needed 30 to 40 small business owners as customers from his region to build a very nice income. However, getting customers is not limited to an area of 20.000 people and customers can come from anywhere. The number of people that can be coached by one coach as a Digital Concierge is limed to an area of 20.000. The reason for this is the fact that we want to give our coaching a semi-regional exclusivity.

The 90-Day Challenge.

Through education, you learn the following regarding getting your first customers and sales:

- How to develop the mindset of a sales champion.
- How to deliver a killer sales presentation.
- How to build rapport with anyone.
- What makes prospects buy now.
- How to close like a sales champion.
- How to handle any objection with confidence and ease.
- How to become a follow-up master.
- How to generate unending referrals.
- How to generate quality leads in your target market.
- How to set as many appointments as you want.
- How to use goal setting to increase your sales.
- And much, much more.

Every 90 days three of the participants of the 90-Day Challenge will be declared as winners of the challenge.

This will be done 4 times a year. The first prize is 500 DCA Bucks (DigitalConcierge.Academy Bucks, this is our equivalent of 500 Euro's, but only spendable with DigitalConcierge.Academy services). Second prize gets 300 DCA Bucks and the third prize gets 200 DCA Bucks.

After you have reached the master level, preferably within 90 days, you can proceed to one of our other advanced groups.

4 Ways to make money.

1: Selling of your billable hours to regional small business owners as a Digital Concierge in the field of digital marketing, IT, social media and web.

2: Coaching fee per hour to new Digital Concierge members. Using our curriculum and membership website.

3: Affiliate commission from 5% to 50% on monthly membership fees from the DC's (Digital Concierges) who are also your coaching clients on the first level. You also receive 5% affiliate commission on your own membership. Affiliate commission is paid on members in your group who are in the same membership program-level as you are.

4: Bonus from 0.25% to 1.75% of members in your group from level 2 to level 8 deep. To qualify for a bonus, you need at least 3 active coaching members in your first level. Bonus is paid on members who are in the same membership program-level as you are. Also, a good standing with our company is essential. Bonus is a favor and not a company obligation. You can view your group membership information to 8 levels deep via the affiliate software we use.

Now I will show you the first level affiliate structure. Keep in mind that your affiliate is also your coaching client:

1 = 5% (Blue)
3 = 7% (Bronze)
5 = 10% (Silver)
8 = 15% (Gold)
11 = 25% (Emerald)
14 = 30% (Diamond)
17 = 40% (Platinum)
20 = 50% (Legend)

Next I will show you the bonus structure based on the number of active first level affiliates you have. Bonus is paid from level 2 to level 8 of your organization.

1 = 0% (Blue)
3 = 0.25% (Bronze)
5 = 0.5% (Silver)
8 = 0.75% (Gold)
11 = 1.00% (Emerald)
14 = 1.25% (Diamond)
17 = 1.50% (Platinum)
20 = 1.75% (Legend)

These are the monthly subscriptions:
1: General membership € 97,-
2: Office hours € 97,-
3: Peak Performers € 497,-
4: VIP membership (Masters only) € 897,- (limited seating)
5: Platinum (Masters only) € 1397,- (very limited seating)
6: Titanium (Masters only) € 3997,- (extremely limited seating)

In the section about pricing you can see additional information about the different subscriptions.

All prices are excluding 21% Dutch VAT.

Examples on how to get money:

1: Billable hours to end-user clients.

DigitalConcierge.Academy Your billable hours to enduser clients - EXAMPLE Enduser Clients - Version 1.3

Example average hours per week.	Example Sales to endusers per year based on 48 weeks of work per year				
	Hour rate = € 25	Hour rate = € 30	Hour rate = € 40	Hour rate = € 50	Hour rate = € 60
10	€ 12.000,00	€ 14.400,00	€ 19.200,00	€ 24.000,00	€ 28.800,00
15	€ 18.000,00	€ 21.600,00	€ 28.800,00	€ 36.000,00	€ 43.200,00
20	€ 24.000,00	€ 28.800,00	€ 38.400,00	€ 48.000,00	€ 57.600,00
25	€ 30.000,00	€ 36.000,00	€ 48.000,00	€ 60.000,00	€ 72.000,00
30	€ 36.000,00	€ 43.200,00	€ 57.600,00	€ 72.000,00	€ 86.400,00
40	€ 48.000,00	€ 57.600,00	€ 76.800,00	€ 96.000,00	€ 115.200,00

Billable hours can be your own hours and the hours of your (part-time) assistants. Your enduser clients will pay you directly.

Your 12 months (48 weeks) goal:

Average billable hours per week: _____
Your hour rate: _____

Gross sales hours in 48 weeks : _____

Your billable hours as a Digital Concierge:
One or more of the 4 areas of focus.

[ ] Digital Marketing
[ ] IT
[ ] Social Media
[ ] Web Services

You will be assisted in achieving your goals by both the 1 on 1 coaching from your coach as well as via the additional available group-coaching programs via our head office in The Netherlands. You and your coach will agree on the coaching hours as well as the coaching rate per hour for a 12 months period. This with a suggested minimum time of 90 minutes per 90 days. Study the 12 modules about infrastructure, marketing and sales in both the syllabus, as well as on the membership website at tomkoster.mykajabi.com. There is a lot of information to assist you. General group coaching is included in the monthly general fee. General group coaching is about marketing and sales every odd week.

These are the additional group coaching programs (available at an additional monthly membership fee - by application only):
Office hours = Q&A at protege level.
Peak Performers = 3 two day live meetings with other DC's to work on basics of your DC business.
VIP * = 3 two day live Mastermind with other DC's to optimise your DC business. Limited seating.
Platinum * = 3 two day live Mastermind with other DC's to build your DC dream team. Very limited seating.
Titanium * = 3 two day live Mastermind with other DC's to run your own NON-DC coaching groups. Extremely limited seating.

* Masters only and more information available in the pricing section.
Access to membership levels is per level by application only.

All rates are excluding Dutch VAT.
DC = Digital Concierge.
General group coaching is provided by the Dutch office every odd week of the year with topics about marketing and sales.

2: Billable hours to DC's who you recruit and coach as clients.

DigitalConcierge.Academy Your billable hours to coaching clients - EXAMPLE. Coaching Clients - Version 1.3

Example average hours per week.		Example sales to coaching clients per year based on 48 weeks of work per year.			
	Hour rate = € 60	Hour rate = € 70	Hour rate = € 80	Hour rate = € 90	Hour rate = € 100
10	€ 28.800,00	€ 33.600,00	€ 38.400,00	€ 43.200,00	€ 48.000,00
15	€ 43.200,00	€ 50.400,00	€ 57.600,00	€ 64.800,00	€ 72.000,00
20	€ 57.600,00	€ 67.200,00	€ 76.800,00	€ 86.400,00	€ 96.000,00
25	€ 72.000,00	€ 84.000,00	€ 96.000,00	€ 108.000,00	€ 120.000,00
30	€ 86.400,00	€ 100.800,00	€ 115.200,00	€ 129.600,00	€ 144.000,00
40	€ 115.200,00	€ 134.400,00	€ 153.600,00	€ 172.800,00	€ 192.000,00

Billable hours are always you own hours as a certified DC. You coaching clients (new DC's) will pay you directly.

Your 12 months (48 weeks) goal:

Average billable hours per week: _____
Your hour rate: _____

Gross sales hours in 48 weeks : _____

Your billable hours as a certified DC Coach.
You coach in one or more of the 4 areas of focus.

[ ] Digital Marketing
[ ] IT
[ ] Social Media
[ ] Web Services

You will assist DC's in achieving their goals by providing 1 on 1 coaching to them. Based on the goals and expertise of the DC you do the coaching. You can recommend one of our additional group coaching programs. You can also receive an affiliate commission on additional group coaching. You assist your coaching clients in the study of the 12 modules about infrastructure, marketing and sales in both the syllabus, as well as on the membership website at tomkoster.mykajabi.com. There is a lot of information to assist the DC. General group coaching is included in the monthly general fee. General group coaching is about marketing and sales every odd week.

These are the additional group coaching programs
(available at an additional monthly membership fee - by application only):

Office hours = Q&A at protege level.
Peak Performers = 3 two day live meetings with other DC's to work on basics of your DC business.
VIP * = 3 two day live Mastermind with other DC's to optimise your DC business. Limited seating.
Platinum * = 3 two day live Mastermind with other DC's to build your DC pro dream team. Very limited seating.
Titanium * = 3 two day live Mastermind with other DC's to run your own coaching groups. Extremely limited seating.

* Masters only and more information available in the pricing section.
Access to membership levels is per level by application only.

All rates are excluding Dutch VAT.
DC = Digital Concierge.
General group coaching is provided by the Dutch office every odd week of the year with topics about marketing and sales.

3: Affiliate commissions from the DC's you recruit and coach.

DigitalConcierge.Academy Your affiliate commission - EXAMPLE

Number of new and active Digital Concierge Academy coaching clients via affilate link/web-form

1 DC = 5% (Blue)
3 DC's = 7% (Bronze)
5 DC's = 10% (Silver)
8 DC's = 15% (Gold)
11 DC's = 25% (Emerald)
14 DC's = 30% (Diamond)
17 DC's = 40% (Diamond*)
20 DC's = 50% (Diamond**)

You receive affilliate commissions when you also do the coaching and be the first point of contact to the new DC (Digital Concierge) that joins the program because of you, tracked by your affiliate link / web-form.

When you do not want to do the coaching yourself the affiliate commission will stop after 3 months.

We have these monthly memberships:

General	€ 97,00	
Office Hours	€ 97,00	
Peak Performers	€ 497,00	
VIP *	€ 897,00	(Limited seating)
Platinum *	€ 1.397,00	(Very limited seating)
Titanium *	€ 3.997,00	(Extremely limited seating)

All fees/commissions are excluding Dutch VAT.
Dutch VAT rate = 21%
When you show us your valid EU VAT number we can charge 0% VAT

Example how to get money as an affiliate. The first column shows the gross membership fee sales. The other columns show the different levels of commissions.

Membership/year	(1) Blue 5%	(3) Bronze 7%	(5) Silver 10%	(8) Gold 15%	(11) Emerald 25%	(14) Diamond 30%	(17) Diamond* 40%	(20) Diamond** 50%
€ 1.000,00	€ 50,00	€ 70,00	€ 100,00	€ 150,00	€ 250,00	€ 300,00	€ 400,00	€ 500,00
€ 1.500,00	€ 75,00	€ 105,00	€ 150,00	€ 225,00	€ 375,00	€ 450,00	€ 600,00	€ 750,00
€ 3.000,00	€ 150,00	€ 210,00	€ 300,00	€ 450,00	€ 750,00	€ 900,00	€ 1.200,00	€ 1.500,00
€ 5.000,00	€ 250,00	€ 350,00	€ 500,00	€ 750,00	€ 1.250,00	€ 1.500,00	€ 2.000,00	€ 2.500,00
€ 7.500,00	€ 375,00	€ 525,00	€ 750,00	€ 1.125,00	€ 1.875,00	€ 2.250,00	€ 3.000,00	€ 3.750,00
€ 10.000,00	€ 500,00	€ 700,00	€ 1.000,00	€ 1.500,00	€ 2.500,00	€ 3.000,00	€ 4.000,00	€ 5.000,00
€ 20.000,00	€ 1.000,00	€ 1.400,00	€ 2.000,00	€ 3.000,00	€ 5.000,00	€ 6.000,00	€ 8.000,00	€ 10.000,00
€ 40.000,00	€ 2.000,00	€ 2.800,00	€ 4.000,00	€ 6.000,00	€ 10.000,00	€ 12.000,00	€ 16.000,00	€ 20.000,00
€ 75.000,00	€ 3.750,00	€ 5.250,00	€ 7.500,00	€ 11.250,00	€ 18.750,00	€ 22.500,00	€ 30.000,00	€ 37.500,00
€ 100.000,00	€ 5.000,00	€ 7.000,00	€ 10.000,00	€ 15.000,00	€ 25.000,00	€ 30.000,00	€ 40.000,00	€ 50.000,00

Membership fee is paid to Dutch head office. The coach will receive an affliate commission on all memberhips where both the coach and coachee are both a member of.
An active member is a member who pays monthly membership fee of at least the general membership.

What is your 12 month Affiliate goal?

Your number of DC's: _____
Commission goal in Euro's: _____

Office hours = Q&A at protege level.
Peak Performers = 3 two day live meetings with other DC's to work on basics of your DC business.
VIP * = 3 two day live Mastermind with other DC's to optimise your DC business.
Platinum * = 3 two day live Mastermind with other DC's to build your DC dream team.
Titanium * = 3 two day live Mastermind with other DC's to run your own coaching groups.

* Masters only and more information available in the pricing section.
Access to membership levels is per level by application only.

All rates are excluding 21% Dutch VAT.
DC = Digital Concierge.
General group coaching is provided by the Dutch office every odd week of the year with topics about marketing and sales.

4: Bonus.

To be qualified for a bonus a good standing with our company is essential, as well as substantial added value to the ones you coach in your network of fellow Digital Concierges for a substantial time. Bonus is a favor and not a company obligation.

4-Hour Solution.

In about 4 hours' time you will know if Digital Concierge Academy can be something for you. Also, together with your coach you create your personal 12-month plan.

We have the following four steps in the process:

1: Someone pointed you to this information and will assist you from now. This is someone who is already in our program. This person will guide you as your coach.

2: You will be asked to answer some questions, so you and your coach get to know each other some more.

3: You join a live 4-hour solution session via one of our scheduled live virtual sessions. This session is about you making money as a Digital Concierge.

4: Together with your coach you develop your personal 12-month plan.

This whole process can be done in about 4 hours total time, during multiple days in 30 to 120-minute segments.

Once you join the program, your coach will assist you in reaching the goals you set in your personal 12-month plan.

Once you join you take part in the 90 Day Challenge. Every 90 Days we give away 1000 Digital Concierge Bucks.

Certification. Now let's talk about the certification process.

To be a certified digital concierge, you need a coach and you have to pass 3 tests. You study the curriculum and you do the tests in three ways.

Number one is an online test via our website. You will be answering a few short questions about our curriculum and of course you have to answer most of the questions correctly to proceed to the next level.

The first level is the level of protégé. When you pass the protégé test you proceed to the level of apprentice.

The level of apprentice is the second level. Together with your coach you implement what you have learned as a protégé.

You go out and find your first paying client where you do work as a digital concierge in one of these areas: digital marketing, IT, social media or web. When you and your coach can successfully show that you have billed your client and received the money, then you can proceed to the third level.

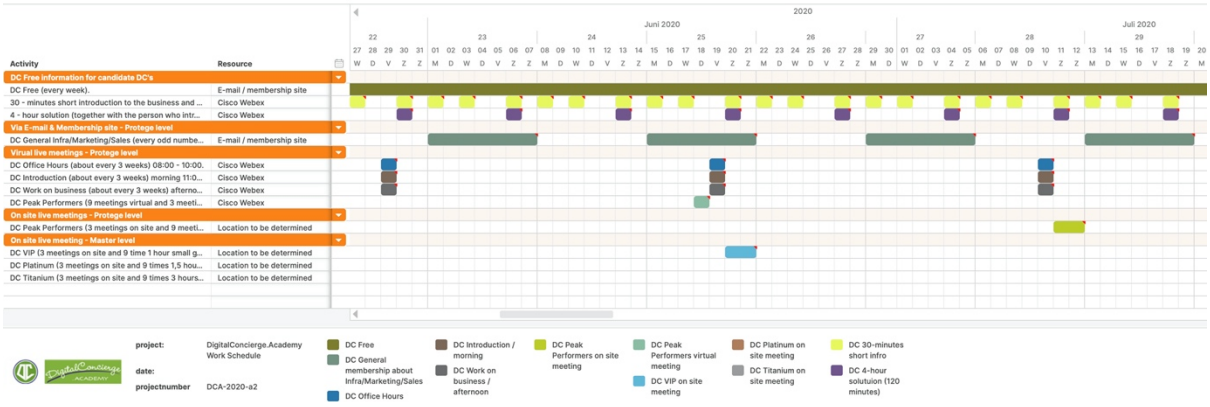
The third level is the level of master.

Now you go out and find at least 3 new clients yourself. Clients who you do work for as a digital concierge and get paid for your hourly work in one of these areas: digital marketing, IT, social media or web. Once you can show your coach and us that you got payment doing billable hour work, from at least 3 new clients, then you have qualified as a certified digital concierge.

Calendar.

Every month all DC's (Digital Concierges) receive information on topics related to the DC business as part of their general membership.

This will by about marketing and sales. Depending on the level of your membership you can also invest in taking part in one or more of our additional coaching groups.



Via this link you can see our monthly calendar:
https://tomkoster.mykajabi.com/pages/calendar

12 steps of riches.

This coaching program is also inspired by Napoleon Hill. Author of the bestseller Think And Grow Rich (1937) and author of the book The Law Of Success (1928). In his 1967 book with the title: "Grow Rich With Peace Of Mind. How To Earn All The Money You Need And Enrich Every Part Of Your Life".

Mr. Hill talks about 12 steps of riches. As you can see in a few moments the 12th step is sufficient money.

However, this is what Mr. Hill has to say about it: "It is very difficult to have peace of mind without sufficient money".

That is how important money is. You will be taught a system, a method, a pattern as you will, to sell. A proven system you can use to get clients and sell your services time and time again and again and again.

Here are the 12 riches Napoleon Hill mentioned in his book.

1. A positive mental attitude.
2. Sound physical health.
3. Harmony in human relationships.
4. Freedom from all forms of fear.
5. The hope of future achievement.
6. The capacity for faith.
7. A willingness to share one's blessings.

8. A labor of love as an occupation.

9. An open mind on all subjects.

10. Self-discipline in all circumstances.

11. The capacity to understand others.

12. Sufficient money.

Notice number 8. A labor of love as an occupation. For me (Tom Koster) that has already been the fact for many many years and for you this can be the case too.

Having a profitable Digital Concierge practice has brought me not only money, but freedom and personal growth as well.

Not only for me but also for my family. But this is not about me, it's about you. See for yourself in the following months if DigitalConcierge.Academy can benefit you and your loved ones too.

Also inspired by the great Napoleon Hill

This is what Wikipedia says:

Oliver Napoleon Hill (born October 26, 1883 – November 8, 1970) was an American self-help author. He is known best for his book Think and Grow Rich (1937) which is among the 10 best-selling self-help books of all time. Hill's works insisted that fervid expectations are essential to improving one's life. Most of his books were promoted as expounding principles to achieve "success".

Hill is, in modern times, a controversial figure. Alleged of fraud and kidnapping, modern historians also doubt many of his claims, such as that he met Andrew Carnegie and that he was an attorney. Gizmodo has called him "the most famous conman you've probably never heard of".

Although this is not all positive information, Hill was an inspiration to me (Tom Koster) since 1993 when I bought the book Think And Grow Rich and applied Hills teachings. I like to point out that there is The Napoleon Hill Foundation https://www.naphill.org/ "Teaching the Philosophy of Success from Think and Grow Rich and Law of Success"

THE NAPOLEON HILL FOUNDATION
What the mind can conceive and believe, the mind can achieve.

Napoleon Hill

Napoleon Hill wrote a number of classic books.

- **The Law of Success** (1928)
- The Magic Ladder To Success (1930)
- **Think and Grow Rich** (1937)
- Outwitting the Devil (1938)
- How to Sell Your Way through Life (1939)
- The Master-Key to Riches (1945)
- How to Raise Your Own Salary (1953)
- Success Through a Positive Mental Attitude (with W. Clement Stone) (1959)
- **Grow Rich! With Peace of Mind** (1967)
- Succeed and Grow Rich Through Persuasion (1970)
- You Can Work Your Own Miracles (1971)

I have to tell you that for decades I have been a big fan of Mr. Hill. I have been studying his information since the 90s and he was that important to my business life and private life, that my wife and I named our first son Leon, after Mr. Napoleon Hill.

It was not all good fortune that Napoleon Hill had in his life. He wrote the classic book The Law Of Success in 1928 and Think and Grow Rich in 1937. What many people don't know is that Hill lost all his money, possessions and fortune during the crisis and depression in the late twenties and the early thirties of the last century since the crash of the stock market in 1929.

Just as Napoleon Hill lost his fortune in the late twenties and early thirties of the 19th century, I (Tom Koster) lost my companies, business assets and everything that I built in 15 years back in 2009 in 15 weeks.

Just as Napoleon Hill had to rebuild his fortune and choose to continue working until he was 87 years of age. I've been doing the same thing. Since 2009 I have built my new business, sharing the information on exactly how I did it, so other people can benefit from it too. The information is packaged in the DigitalConcierge.Academy coaching program.

DigitalConcierge.Academy is the result of studying and applying the teachings of not only Napoleon Hill, but also top marketers and sales trainers from the USA. Since I started my business in 1994, I have steadily expanded my knowledge and expertise to benefit other people. Now I am coaching ambitious pros to build & grow a successful business as a certified digital concierge.

I often refer to the information as the teachings of Uncle Sam, meaning Uncle Sam is the United States of America. And if it was not for professional coaching that I had received, that I had bought, and the time and the energy that I have spent in mastering the information and applying the information to the best use for my clients, I would not be able to rebuild my business, grow my business, and make all the money that I need in my life and to enrich every part of my life. But this is not about me, but about you.

That's the reason why I connect to Napoleon Hill's books. And that's also the reason why I named the subtitle of the DigitalConcierge.Academy: Have The Law Of Success Work For You, So You Can Make All The Money You Want. Build And Grow Your Successful Business As A Certified Digital Concierge In The Rapidly Growing Industry Of Digital Marketing, IT, Social Media And Web.

I am here to assist ambitious people like you in starting your business, in growing your business and becoming a Certified Digital Concierge. Please read on to see the full picture.

The Coaching Square.

In this segment you will see a glimpse of what you can expect when you join the DigitalConcierge.Academy program. The main objective is to coach you to build and grow your income and business.

We will use a so-called coaching square for this.

I will now give an explanation of the square. On the top left side, you see the letters MI, which stands for Mission. On the top right side, you see the Letters VI, which stands for Vision.

On the bottom right side, you see the letters VA, which stands for Values and in the bottom left side you see the letters PU, which stands for Purpose.

Misson statement: The mission of DigitalConcierge.Academy is a dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride and company spirit.

Vision statement: To coach ambitious people to become successful pros in digital marketing, social media, IT and web, and coach them in becoming even better and more successful pros.

Values statement: Live the DigitalConcierge.Academy way: warrior spirit, servant's heart, happy-attitude, high ethics. Work the DigitalConcierge.Academy way: safely and reliability, friendly and fast customer service, high value.

Purpose statement: Coach pros in digital marketing, social media, IT and web to grow their income by connecting their company to their customers, through friendly, reliable and high-value business building services for sales, marketing and mindset.

In the middle of the square, you see a picture of a woman, a child and a man. They represent your clients or your clients' clients. I will talk about the other objects in the square now.

On the top left side, you see three black lines. These three black lines represent the following, number one: Curriculum. Number two: Coaching. And number three: Community. On the right side you also see three black lines and these black lines represent the three different levels of coaching. When we start, the coachee / mentee is called a protégé.

After that we have the second level of apprentice and then we have the third level of master.

In between you see the logo of DigitalConcierge.Academy, which is the URL of our membership website as well, which contains a lot of coaching information to be studied by the coachee. You also see the logo of CRN VIP. CRN stands for Create Revenue Now. VIP is an additional higher level of mastermind-coaching. VIP members meet 3 times a year behind closed doors. VIP is only available by application from a master level.

Let's move on with the coaching square. On the left side you see a picture of a Google maps pointer. This Google maps pointer represents the fact that each coachee will acquire a semi-regional exclusivity during the period of the active membership. This means that one coach will coach only one coachee in a region which has around 20.000 people from the place where the coachee is working.

Next to that, you see a triangle with other triangles inside. This represents the following. The inside is based on infrastructure, marketing and sales. The outside is based on working in your business, working on your business and talking to people.

We also have the euro symbol three times. The first symbol means that the purpose of the coaching is to assist the coachee to build an income (selling hours for euros) as a professional Digital Concierge supporting regional business clients with digital marketing, IT, social media and web services.

The second euro represents the growth of that income in billable hours. The biggest euro sign stands for the fact that we encourage people who have that ambition to quantum leap their business and grow their income even more.

On the bottom of the square, in the center you see two mountains and a road. One mountain is the sales mountain and the other mountain is the marketing mountain. These are metaphors for the way we guide our members/coachees, in order for them to learn about marketing and sales.

On the left side you see the logo of regionaalsociaal.nl. The logo of onlinesiteshop.com and the logo of Bill & Larry's GROUP. Above that you can also see the logo of Digital Concierge, and these four logos can be used by the coachee as long as the membership is active. The logos and names can assist the coachee to communicate with their clients and with their potential clients. This will show the outside world that the coachee is part of an international group of pros in digital marketing, IT, social media and web.

In the middle right side you see the letters TP which stands for The Pattern. This is a five-step process that the coachee will learn and these are the five steps. Number one: infrastructure. Number two: marketing. Number three: sales. Number four: evaluation. And number five: optimization.

Next to the TP logo, you see an impression of Uncle Sam, meaning that the basics of the coaching comes from information and experience that Tom Koster has developed since January 2000 in the United States of America, spending more than € 250.000,- and months of his life during membership of various exclusive and very expensive coaching groups and attendance of multiple seminars and investing in an enormous amount of information products and services. Uncle Sam is a representation of the United States of America.

And on the bottom right side you see a ladder, meaning the steps that a coachee can take in order to build and grow the business. These are the exact steps that Tom has used to create an income for himself and his family as an entrepreneur since 1994.

Above the ladder you see the TK logo. This stands for Tom Koster, founder and senior head coach. Together with 'partners' we will be coaching ambitious pros to build and grow an income and business in digital marketing, IT, social media and web.

Bill & Larry's GROUP

This stands for the way the clients of the Digital Concierge (end-user clients) get support in growing their business.

You see, when you want to grow your business you need new clients. The clients come to you via your commercial infrastructure. This is your website and social media, just to name a few.

To build the infrastructure, you need technical knowledge, as well as marketing knowledge. That is where we come in.

Now we come to the explanation of names Bill and Larry's.

"Bill" is inspired by one of the co-founders of Microsoft, Bill Gates. "Larry" is inspired by one of the co-founders of Google, Larry Page.

The business of your end-user clients needs both technical and commercial infrastructure. Bill (Microsoft) stands for the technical part. Larry (Google) stands for the commercial part.

That is where we, as a Digital Concierge come and do it for our end-user clients. We build their website and make sure their message gets to be marketed to the right market. Not only via Google, but also via other (social) media. If you want to, you can also help your end-user clients with their small business IT. Of course, you have to develop skills to do that kind of work.

Bill & Larry's GROUP - Purpose statement:

Help our clients to grow their business by connecting their company to their customers, through friendly, reliable, and high value services for digital marketing, social media IT and web, based on industry standards.

Bill & Larry's GROUP - Vision statement:

To become a reputable and profitable regional company supporting clients with digital marketing, social media, IT and web services.

Bill & Larry's GROUP - Values statement:

Live the Digital Concierge - Bill & Larry's Way: Warrior spirit, servant's heart, happy-attitude, high ethics. Work the Digital Concierge Bill & Larry's Way: Safety and reliability, friendly and fast customer service, high value.

Bill & Larry's GROUP - Mission statement:

The mission of Digital Concierge - Bill & Larry's GROUP is dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.

For more information and coaching, contact the person who pointed you to this information. That person is already a member in our program and is your first point of contact.

Our head office is located in The Netherlands.
European Marketing And Sales Systems B.V.
Address: Berkenlaan 98. Zip code: 7064 HT.
Town: Silvolde. Country: The Netherlands.
Chamber of Commerce: Arnhem 63535580

Phone: **+31 315 769013** to leave a voicemail message.
E-mail: **team@tomkoster.nl**

5 Steps of The Pattern.

"Discover the affordable way to become a profitable entrepreneur in the rapidly growing industry of digital marketing, social media, IT and web, within only a few months, starting from now! You can now have your own company and build an income from your home. Your business that has a bright future and is appreciated in your local community."

On the website https://www.digital-concierge.eu
I also promise this:

"In this free package of information I tell you exactly what I did to build my income, and how I made it grow. In fact, this could make an attractive income for you too."

What I actually did was a 5-step process. From the first 3 steps I developed 12 modules for each step. I will share both the 5 steps with you, as well as the 12 modules.

I have set it up in a five-step sequence.

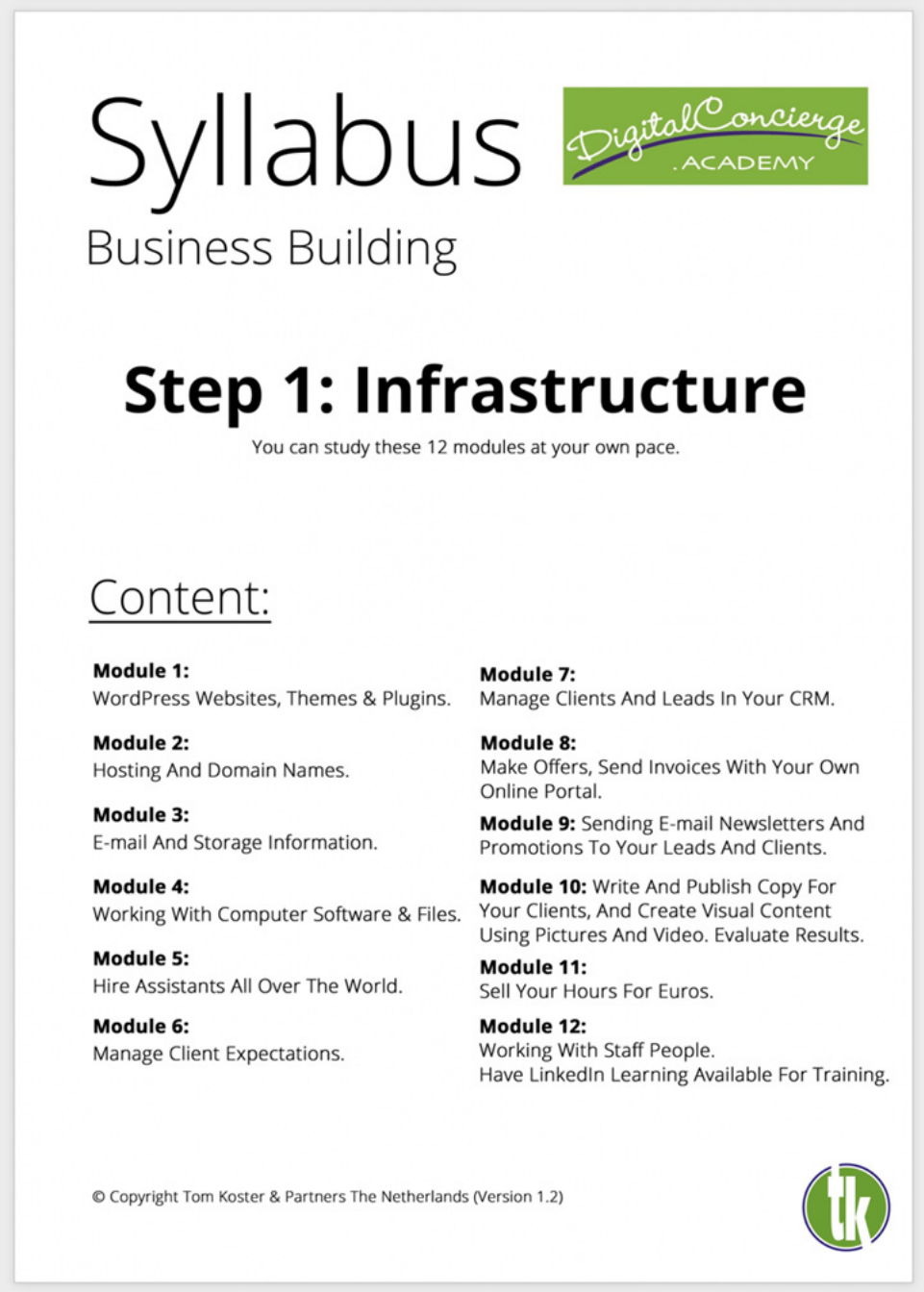
Hello, my name is Tom Koster and I'm the founder and CEO of DigitalConcierge.Academy. Let me share with you a short introduction about this free starter package.

Step one is infrastructure. You will see a glimpse now of what I have for you and even more once you fully join the program.

Step number two is marketing. Here I show another glimpse of what you may expect, and I can already tell you that it's a lot of information. It's the information that I gathered since I became an entrepreneur myself way back in 1994.

Step number three is sales. Here you can see a glimpse of what you may expect and that goes for **step number four**, evaluation and **step number five**, optimization, as well.

Now you will see the content of the syllabus. We have 5 steps.



Syllabus

Business Building

Step 1: Infrastructure

You can study these 12 modules at your own pace.

Content:

Module 1:
WordPress Websites, Themes & Plugins.

Module 2:
Hosting And Domain Names.

Module 3:
E-mail And Storage Information.

Module 4:
Working With Computer Software & Files.

Module 5:
Hire Assistants All Over The World.

Module 6:
Manage Client Expectations.

Module 7:
Manage Clients And Leads In Your CRM.

Module 8:
Make Offers, Send Invoices With Your Own Online Portal.

Module 9: Sending E-mail Newsletters And Promotions To Your Leads And Clients.

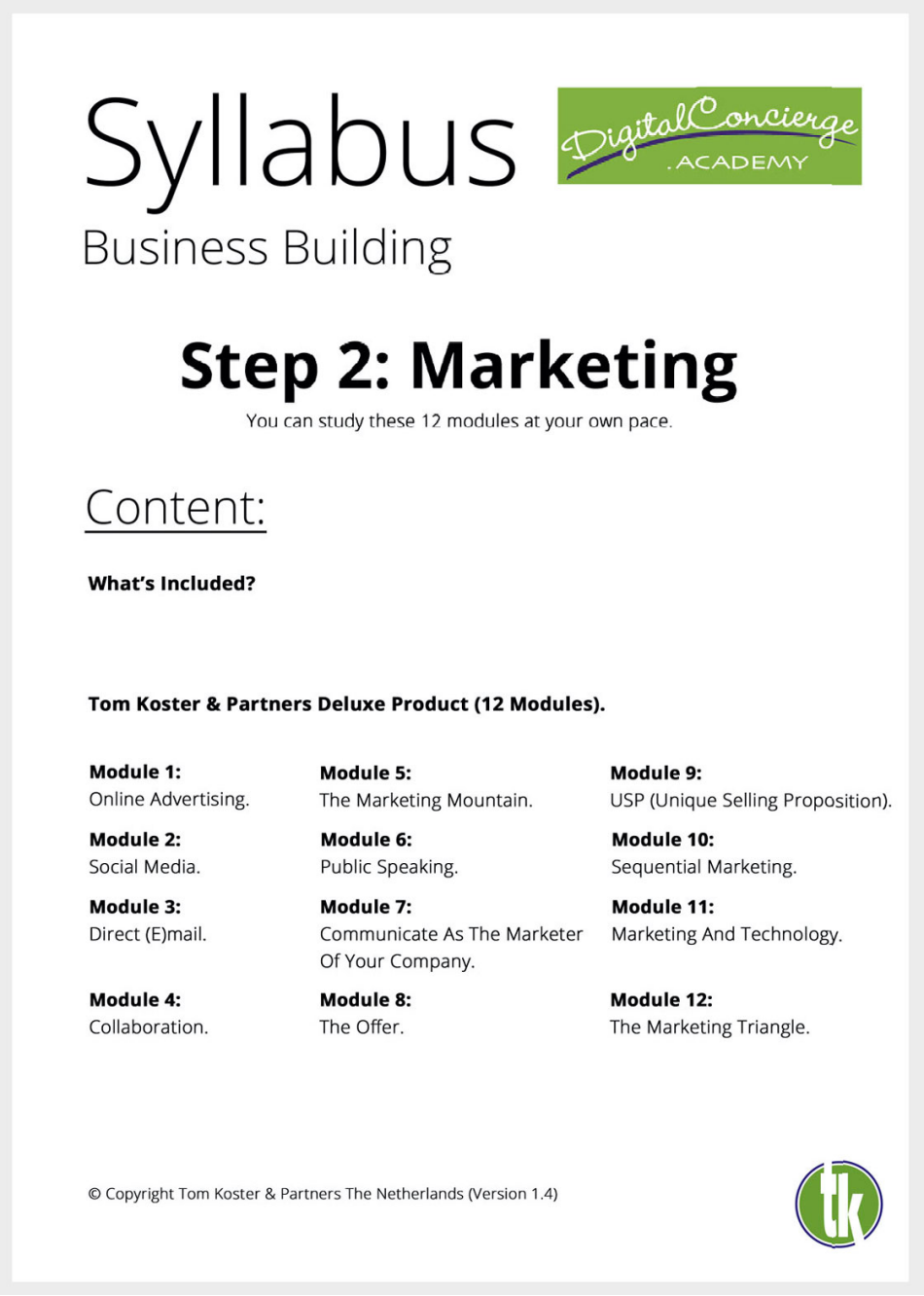
Module 10: Write And Publish Copy For Your Clients, And Create Visual Content Using Pictures And Video. Evaluate Results.

Module 11:
Sell Your Hours For Euros.

Module 12:
Working With Staff People.
Have LinkedIn Learning Available For Training.

© Copyright Tom Koster & Partners The Netherlands (Version 1.2)

The 12 modules of Step 1: Infrastructure



Syllabus

Business Building

Step 2: Marketing

You can study these 12 modules at your own pace.

Content:

What's Included?

Tom Koster & Partners Deluxe Product (12 Modules).

Module 1: Online Advertising.	**Module 5:** The Marketing Mountain.	**Module 9:** USP (Unique Selling Proposition).
Module 2: Social Media.	**Module 6:** Public Speaking.	**Module 10:** Sequential Marketing.
Module 3: Direct (E)mail.	**Module 7:** Communicate As The Marketer Of Your Company.	**Module 11:** Marketing And Technology.
Module 4: Collaboration.	**Module 8:** The Offer.	**Module 12:** The Marketing Triangle.

© Copyright Tom Koster & Partners The Netherlands (Version 1.4)

The 12 modules of Step 2: Marketing

Syllabus

Business Building

Step 3: Sales

You can study these 12 modules at your own pace.

Content:

What's Included?

Tom Koster & Partners Silver Product (12 Modules).

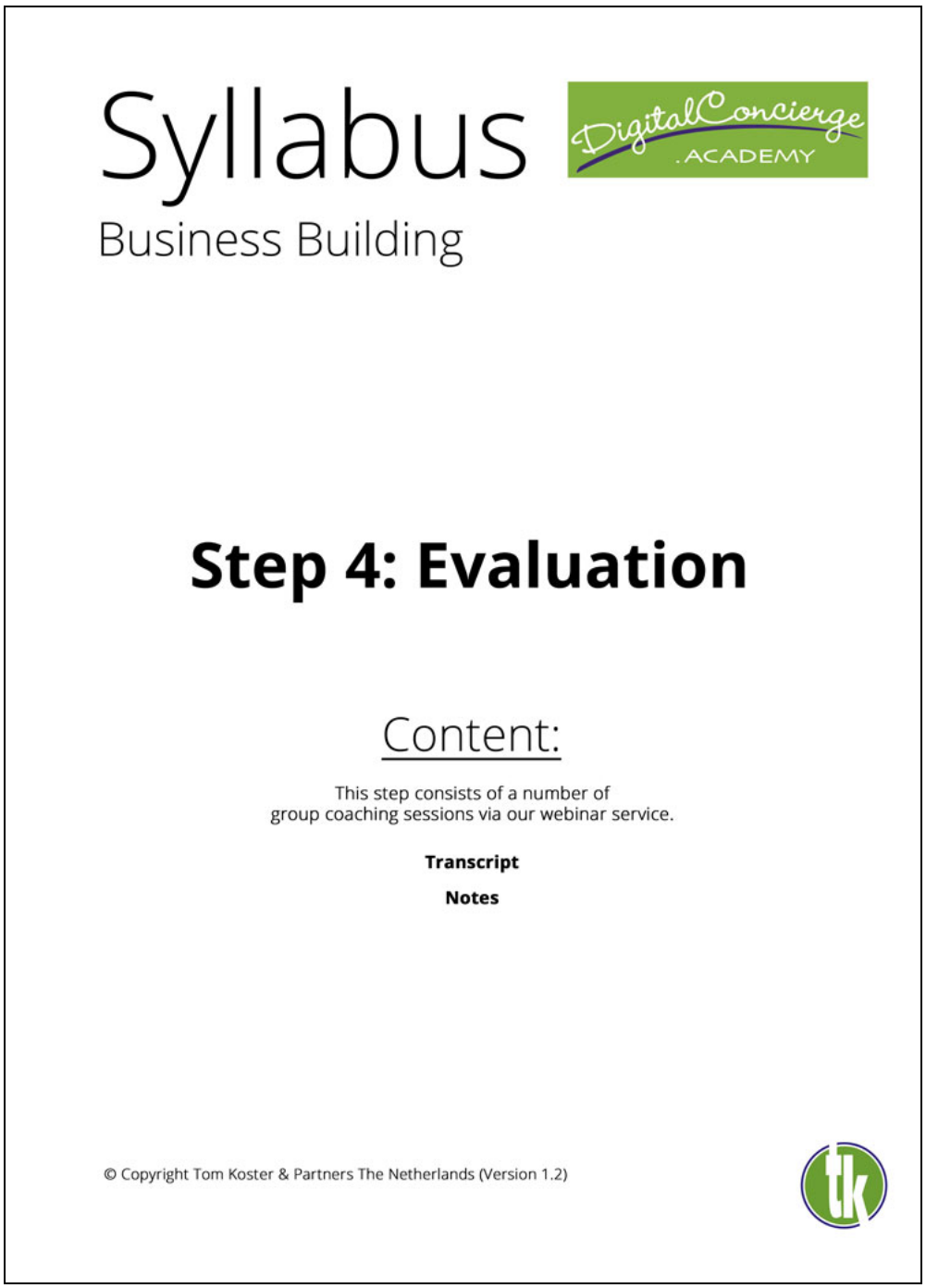
Module 1: Sales Mountain.	**Module 5:** Indentifying Customer Needs.	**Module 9:** Follow Up - Qualify.
Module 2: Lead Generation.	**Module 6:** Share The Benefits.	**Module 10:** Action.
Module 3: Appointment Setting.	**Module 7:** How To Close.	**Module 11:** Referrals.
Module 4: Trust & Report.	**Module 8:** Objection Handling.	**Module 12:** Beliefs.

The 10 Step System To Grow Your DigitalConcierge.Academy Business And Get More Clients.

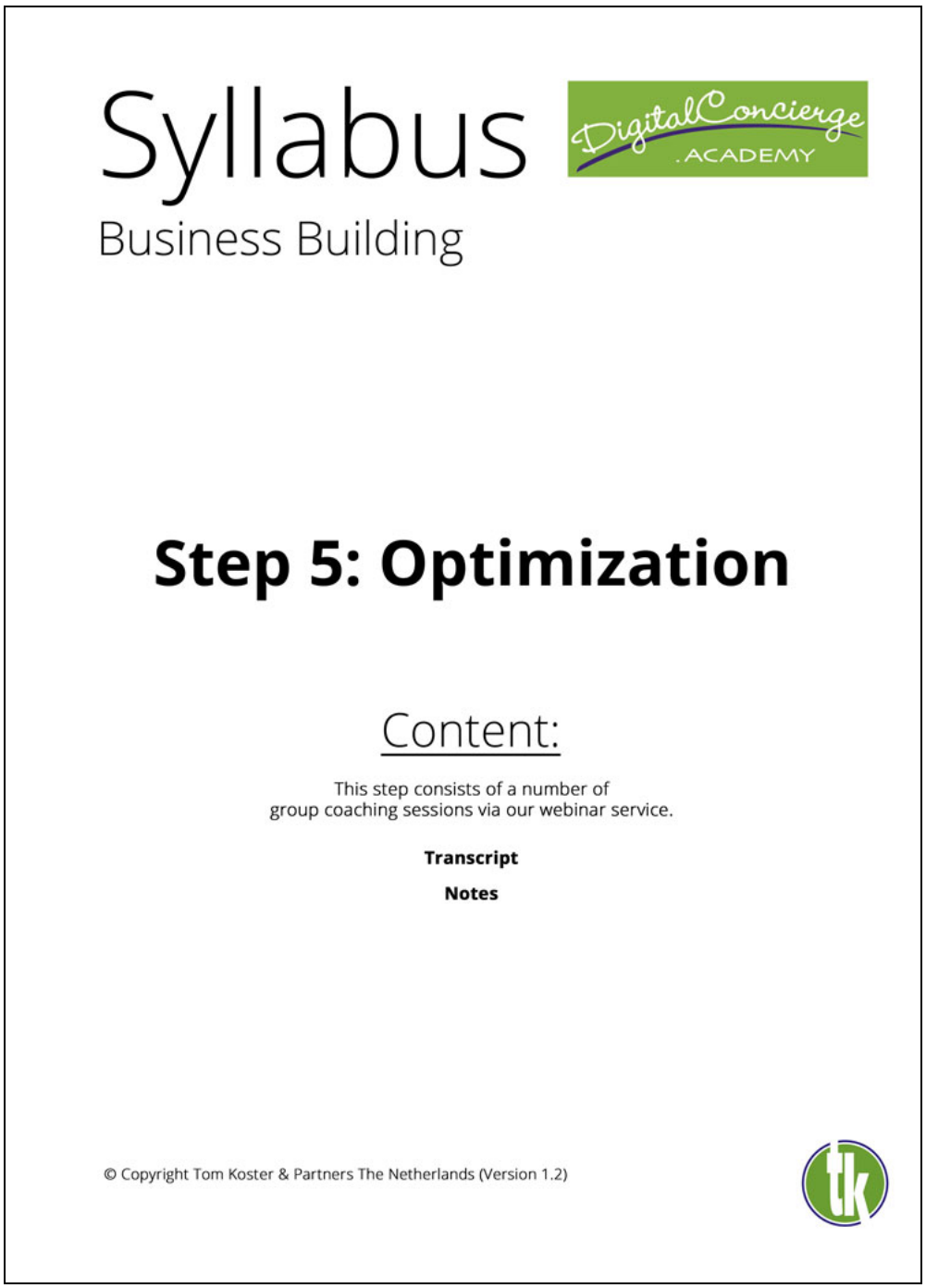
Think To Grow Rich: How Successful Entrepreneurs Think To Grow Rich.

© Copyright Tom Koster & Partners The Netherlands (Version 1.4)

The 12 modules of Step 3: Sales



The content of module 4: Evaluation



The content of module 5: Optimization

Combined with the information is access to the free part of our membership websites as well. You will receive access via a login code and password. You can login to our membership sites and also take notice of all the additional information we have for you in this free starter package.

As a next step, it's important that you make an appointment with your coach. That is the person who pointed you to this information and is already a member in our program.

Together with your coach, you start working on your personal 12 month plan.

When you decide to take your next step and become a full member, then your coach will assist you in implementing this plan and growing your income via your own business. Also you can join our additional Peak Performers Program to get extra group coaching, get started faster and with more help. Peak Performers is a 12 month program for an extra investment.

P.S. To be as transparent as possible about the investment, I enclose the pricing information on the next page. With 30-day money back guarantee.

P.P.S. One coach can only coach one person in your region. Once it’s gone, it’s gone.

For more information and coaching, contact the person who pointed you to this information. That person is already a member in our program and is your first point of contact.

Our head office is located in The Netherlands.
European Marketing And Sales Systems B.V.
Address: Berkenlaan 98. Zip code: 7064 HT.
Town: Silvolde. Country: The Netherlands.
Chamber of Commerce: Arnhem 63535580

Phone: **+31 315 769013** to leave a voicemail message.
E-mail: **team@tomkoster.nl**

Pricing.

To get right to the point. **The price is affordable and NOT based on Western European pricing. It is my belief that members get way more value in return to the investment they make in this program.**

We have a free 30-day starter package for you. This is with limited information and limited access, so you can look around just a little bit and get to know us some more. However, you may lose your semi-regional-exclusive right when you wait too long and someone else snatches away your spot. We do not provide options to join to anyone.

When you decide to continue, there is a **one-time setup fee of just € 388,-** excluding 21% Dutch VAT. This includes the first 90 days as well as one virtual, live behind closed doors morning session for new members. You have a 30-day money back guarantee.

After 90 days you can stop or move on to become a full member for a minimum of 12 months. The monthly fee is € 97,- excluding 21% Dutch VAT. This includes general group coaching. After these 12 months you are able to stop with 1 month notice. When you stop, you lose the right to use the logo branding and semi regional exclusivity, as well as access to our membership website.

All rates are excluding Dutch 21% VAT.

General group coaching is for a period of 12 months and includes access to our membership website to view and study our curriculum as well as test to qualify for the level of apprentice (2nd level) and master (3rd level).

All new members start at level of protege.
Our calendar will show the workspace schedule we have. Also included in the general coaching is the ability to ask Tom Koster questions about the curriculum via our ticketing system. Tom will either answer one on one, or via the bi-weekly e-mail audio sessions. The purpose of the general coaching is focused on the basics of our DC business. This is at the protegé level. The basics will remain vitally important during your whole Digital Concierge career.

The semi-regional exclusively means that only one person in each region can be coached by one coach. One region of about 20.000 people. We can not allow more than 3 members in one region (each member has a different coach). You have the right to use the branding logos of Digital Concierge, Bill & Larry's Group, OnlineSiteShop and Regional Social.

The subscription price to be part of the general program is € 97,- a month excluding Dutch VAT to be paid to our Silvolde office in The Netherlands. The price includes access to our membership website, as well as bi-weekly general group coaching on infrastructure, marketing and sales by Tom Koster via e-mail and short audio messages.

Besides the general-group-coaching you also have a coach / mentor assigned to you. This is the person who directed you to this program. Your coach / mentor can only coach 1 person in your region. However, in some rare cases there may be other coaches who can also coach 1 other person in your region, up to a maximum of 2 extra people in one region. Notice that you are able to get clients from your own region as well as outside your region. There is **NO LIMIT** for you to **GET CLIENTS FROM ANYWHERE.**

Membership is only possible with a 12-month coaching package, custom made for you and delivered by your coach.

This coaching includes personal one on one coaching for a minimum of **90 minutes every 90 days** with your coach. The price of the coaching should be agreed upon with your coach, as well as directly paid to your coach via an agreement between you and your coach.

Each member in the program has a coach / mentor as a guide. This is the person who directed you to this program. The coach / mentor will also receive an affiliate commission on all monthly subscriptions from their DC (Digital Concierge) coaching clients.

Every member in the program can apply to be a recruiter of- and coach to new DC members, once you have reached the Master level in our program. This offers the opportunity to not only make money by helping regional end-user clients with digital marketing, IT, social media and web. But also make money as a coach to new DC's (Digital Concierges). Please read the free starter package about the 4 ways you can make money in this program.

Including for all members in the 12-month coaching package is also access to the digital syllabus curriculum, and our extensive member website.

You see, we are here to assist you in making sales, build and grow a very very nice income for you and your family, as a certified digital concierge. You will be assisted in 3 ways:

1: Curriculum
2: Coaching
3: Community

To see if we are a fit, you can contact the person who pointed you to this information for your free starter package.

About every 3 to 4 weeks we have virtual "Live behind closed doors" sessions. One in the morning and one in the afternoon.

The virtual live behind closed doors session in the morning is an introduction for new fellows. **This live behind closed doors morning session is € 388,-** excluding Dutch VAT. This includes the digital syllabus and additional website access on tomkoster.mykajabi.com as well as **3 months membership** subscription.

After the morning-introduction we take a break.

The virtual live behind closed doors session in the afternoon is € 149,- excluding Dutch VAT. This afternoon session is about working on your business. You get assignments that afternoon, to be completed that afternoon in order to start and build your DC business.

Office Hours

Q&A with Tom Koster via the Zoom.us online system. The goal is to have your questions at the protege level answered. We focus on the basics here.

About every 3 weeks for a maximum of 2 hours or until there are no more questions. See the schedule via https://tomkoster.mykajabi.com/pages/calendar

The subscription price to be part of Office Hours is **€ 97,- a month** excluding Dutch VAT to be paid to our Silvolde office in The Netherlands. An affiliate commission is also paid for Office Hours.

Peak Performers

This program is for people who want to grow their business faster with more help and assistance. There are 3 two day on-site live meetings with other DC's (Digital Concierges) to work on the basics of your DC business. You can get to know other DC's from other regions. Also, we have a monthly virtual meeting session in the months we do not physically come together (9 times a year).

The subscription price to be part of Peak Performers is just **€ 497,- a month** excluding Dutch VAT to be paid to our Silvolde office in The Netherlands.

Peak Performers is a program of 12 months with a live 2-day on-site session, 3 times a year. These mastermind meetings and 12 month program are just € 497,- a month excluding Dutch VAT. The on site mastermind meetings also include lunch and dinner (drinks after the meetings and after dinner are not included). An affiliate commission is also paid for Peak Performers.

VIP (Masters only and limited seating)

Only Master Digital Concierges have the ability to apply to be a VIP fellow. Tom Koster will host the VIP fellow mastermind meeting (3 two day live on-site meetings per year, as well as 1 hour of personal one on one coaching per month with Tom Koster).

VIP is for those DC's (Digital Concierges) who want to have even more access to information and networking with other ambitious fellows. During VIP we go even deeper in working on your business.

VIP is a program of 12 months with a live on-site 2-day session, 3 times a year, and one hour per month with Tom Koster. These mastermind meetings and 12 month program are **€ 897,- a month** excluding Dutch VAT.

These mastermind meetings also include lunch and dinner (drinks after the meetings and after dinner are not included). An affiliate commission is also paid for VIP.

Platinum (Masters only and very limited seating)

Only Master Digital Concierges have the ability to apply to be a Platinum fellow. Tom Koster will host the Platinum fellow mastermind meeting (3 two day on-site live meetings per year, as well as 1,5 hours of personal one on one coaching with Tom per month).

Platinum is for those DC's (Digital Concierges) who want more freedom in business and build a professional team that will do most of the work for you. We call this your dream team.

You focus more on the marketing of the business and your team will take care of the operational details.

These mastermind meetings and 12 month program are **€ 1397,- a month** excluding Dutch VAT. These on-site mastermind meetings also include lunch and dinner (drinks after the meetings and after dinner are not included). You can get to know other Platinum member DC’s from other regions.

An affiliate commission is also paid for Platinum.

Titanium (Masters only and extremely limited seating)

Only Master Digital Concierges have the ability to apply to be a Titanium fellow. Tom Koster will host the Titanium fellow mastermind meeting (3 two-day on-site live meetings per year, as well as 3 hours of personal one on one coaching with Tom per month).

Titanium is for those DC's (Digital Concierges) who want to build and run their own coaching groups. These mastermind meetings and 12 month program are **€ 3997,- a month** excluding Dutch VAT.

These on-site mastermind meetings also include lunch and dinner (drinks after the meetings and after dinner are not included).

You may get to know other Titanium member DC's from other regions. An affiliate commission is also paid for Titanium.

Let me give you a brief summary now:

1. General coaching and Office Hours (protégé level). Study curriculum work in your business with your 1 on 1 personal coach.
2. Office Hours (protégé level): Q&A with Tom Koster via the Zoom.us online system. The goal is to have your questions at the protege level answered. We focus on the basics here.
3. Peak performers (apprentice level). Study curriculum work in your business with small group coaching from Tom Koster. Also, you have a 1 on 1 agreement with your personal coach.
4. VIP (master level) Work on your business. Small group coaching from Tom Koster.
5. Platinum (master level) Have your team do most of the work in your business and manage your team for performance and profit. Very small group coaching from Tom Koster.
6. Titanium (master level) Work on your business. Run your own coaching groups. Extremely small group coaching from Tom Koster.

30-day money back guarantee.

This is applicable to the general membership and the initial one time € 388,- investment.

Should you not be happy, you just let us know within 30 days after you first started your general-membership as a protege.

We do need to have you send us back (via regular snail-mail) the syllabus and the rest of the information you received when you started.

When we have received the syllabus and the rest of the information back via the regular "post-office to our Dutch office physical mailbox" mail within 14 days after you let us know that you want to use the money back guarantee, then we will immediately pay you back your initial investment of
€ 388,- excluding Dutch VAT.

We will transfer the money to your bank account immediately.

Of course we want you to stay with us, once you get started, but there may be situations when it is better to each go our own way.

We understand that.

Disclaimer, the small print.

Legal Disclaimer:

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assume any responsibility for errors, omissions, or contrary interpretation of the subject matter herein. This publication is not intended for use as a source of legal or accounting advice. The Author and Publisher want to stress that the information contained herein may be subject to varying country/state and/or local laws or regulations. All users are advised to retain competent counsel to determine what country/state and/or local laws or regulations may apply to the user's particular business. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, national per country, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the European Union or any other jurisdiction is the sole responsibility of the purchaser or reader. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials. Any perceived slights of specific people or organizations are unintentional.

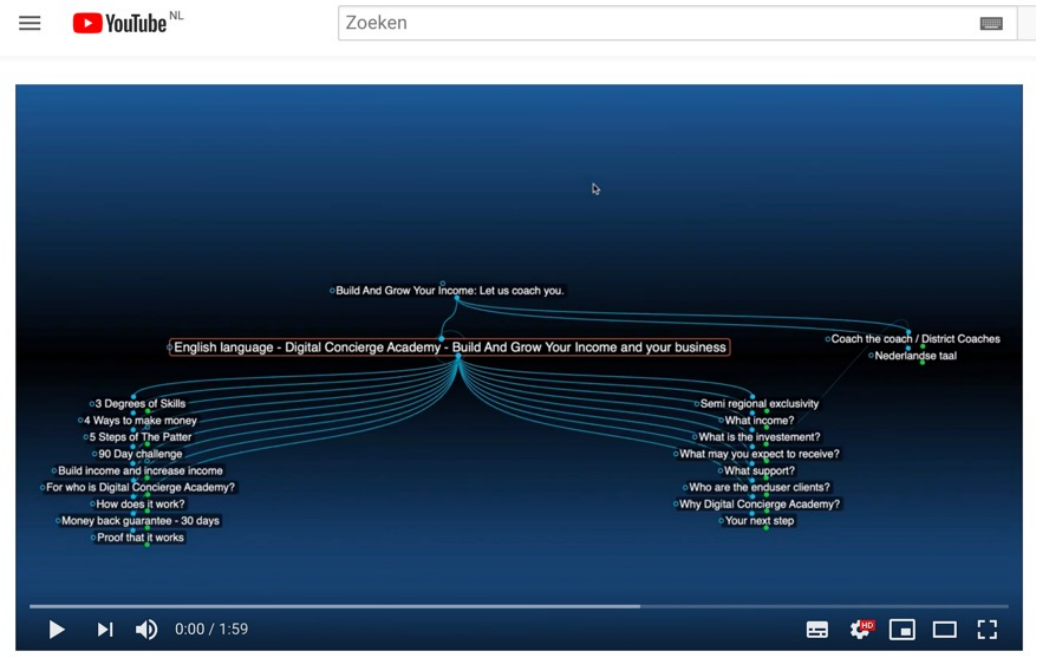
Earnings and Income Disclaimer:

We (European Marketing And Sales Systems B.V.) make every effort to ensure that we accurately represent our products and services and their potential for income. Earning and Income statements made by our company and its customers are estimates of what we think you can possibly earn. There is no guarantee that you will make these levels of income and you accept the risk that the earnings and income statements differ by individual. As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience. The testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation. There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the Internet that we cannot foresee which can reduce results. We are not responsible for your actions. The use of our information, products and services should be based on your own due diligence and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services.

2 YouTube videos show you more.

Just as a friendly reminder I'd like to share **2 videos of mind maps with an explanation of our program.** The first video is about 2 minutes in length and the second is about 39 minutes in length.

The 2-minute video can be watched here:
https://youtu.be/AT6Z42ETwcw

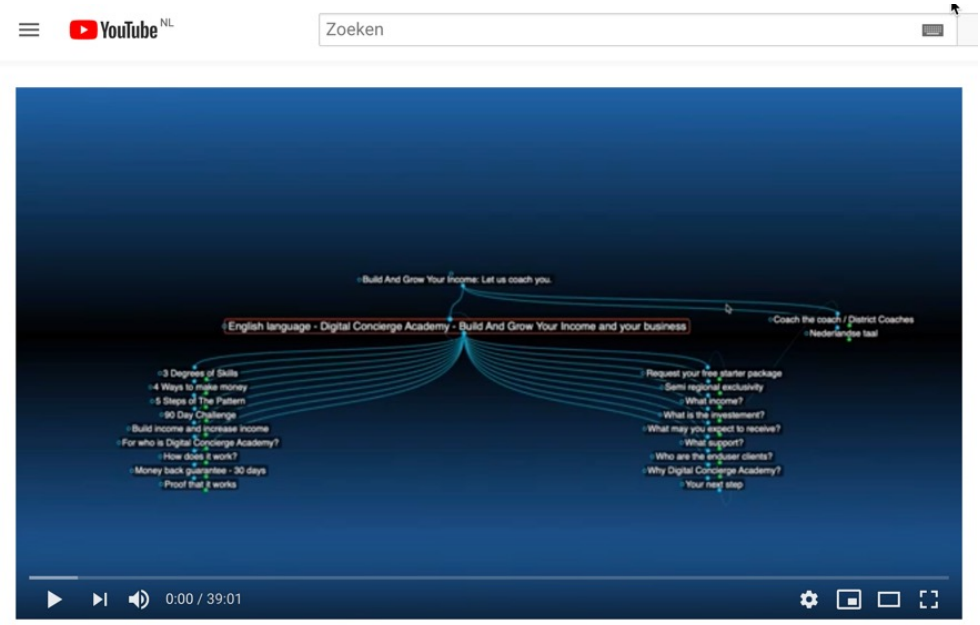


Increase your income by becoming a Certified Digital Concierge. Get your Free Starter Package Now!

This is the URL: **https://youtu.be/AT6Z42ETwcw**

On this page you see the 39-minute video.
Also, the URL is included.

The 39-minute video can be watched here:
https://youtu.be/CknvT1IR9ps



Here is the second video - Your income as a Digital Concierge

This is the URL: **https://youtu.be/CknvT1IR9ps**

Who is most suited to join?

Are you wondering if this program would *really* actually work, whether it would grow your business, and get you the results others get?

You may not know this, but…

…***we can't just accept everyone into this program.***

We're actually quite selective.

It's a question of integrity.

I like to say that we "cherry pick" our members, choosing to (respectfully) turn away those candidates who wouldn't get results or wouldn't be a good culture fit.

These are the people who we work best with:

People who will own their results (rather than blame).
People who like connecting with others.
People who are open-minded.
People who are always looking to improve (their work, their life).
People who are positive.
People who are fun to be with.
People who like working closely with others towards a common goal.
People who already have paying clients and/or are making substantial amount of money per year.
People who appreciate authenticity.
People who will dig deep to go above and beyond their existing situation.
People who love to learn.

These are the people who we cannot accept into the program.

People who are looking for a magic wand without being willing to put in the work.
People who aren't open to other suggestions that have worked for years.
People who are chronic whiners and skeptics.
People who blame others for the results they don't have.
People who are arrogant.

This is why we cannot accept all people. It's not because we're not respectful. But because we actually do care. Let me explain.

This program is a real investment. It's an investment for you, but also, ***a big investment for us***.

We invest numerous of hours and a lot of our financial resources and energy into each and every person who joins the program.

Of course, we want to be sure that every person who comes into the program is a right fit.

By now, you've probably gotten a good idea that *we operate from a place of honesty, integrity and compassion.*

So, the question is, do you believe that we can be a good fit?

If so, ***you would be able to get results here***.

You should take the time to talk with the person who pointed you to this information.

You can share insights about your situation, what your frustrations are, and where you'd like to go for example. Your next step is to map out the basics of your personal 12 months plan. This is for your business and you do this together with your coach. **This step could change your life.**

Get Started Now.

To get started you first get in touch with the person who referred you to this information and who is already a member in this program, your coach. Also you sign up as a Protégé for the small investment of just € 388,- excluding Dutch VAT, with 30-day money back guarantee. This will cover your first 3 months of your general membership and all the benefits.

Dedicated to increasing your income.

Bye for now.

Tom Koster

For more information and coaching, contact the person who pointed you to this information. That person is already a member in our program and is your first point of contact.

Our head office is located in The Netherlands.
European Marketing And Sales Systems B.V.
Address: Berkenlaan 98. Zip code: 7064 HT.
Town: Silvolde. Country: The Netherlands.
Chamber of Commerce: Arnhem 63535580

Phone: **+31 315 769013** to leave a voicemail message.
E-mail: **team@tomkoster.nl**

QR codes with fast links to url's.

QR-code 1: DigitalConcierge.Academy Calendar:
https://tomkoster.mykajabi.com/pages/calendar

QR-code 2: 2-minute video introduction:
https://youtu.be/AT6Z42ETwcw

QR-code 3: 39-minute video introduction:
https://youtu.be/CknvT1IR9ps

QR-code 4: Questions via our ticketing system:
https://tomkoster.ladesk.com

QR-code 5: Free starter package:
https://tomkoster.mykajabi.com/store/vkNooqze

QR-code 6: Our community website:
https://tomkoster.mykajabi.com

QR-code 7: Free PDF:
https://tomkoster.mykajabi.com/pages/free-ebooks