

eModular Solutions (eMODS™)

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UNDERSTANDING THE ADDICTION MARKET

Over the last decades, our Economy grew exponentially by the use of debt. We mortgaged our future through using our most important asset, *our homes*... our place of survival and the roots of our family.



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Run away debt allowed the population to create excessive discretionary Income that was used to expand the fulfillment of our 5 Basic Needs of:

- Survival
- Freedom
- Usefulness
- Love
- Self-Identity..... *All to become our WANTS.*

Whatever we wanted, we bought -- we believed we “needed” and “deserved” the things we bought.



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This method of living has thus destroyed the Middle Class.



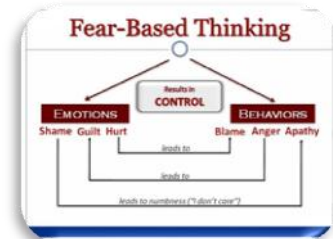
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The inability to maintain *Wants* (perceived as *Needs*) as money disappeared, created FEAR.

FEAR is the awareness of the feeling of *Hurt*.

Hurt is defined as *the sudden and unexpected loss of the fulfillment of one (or more) of Our 5 Basic Needs.*

FEAR causes a chain reaction...



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Fear Thinking creates *Fear Behavior*. Fear Behavior comes in two forms:

- Passive
- Aggressive



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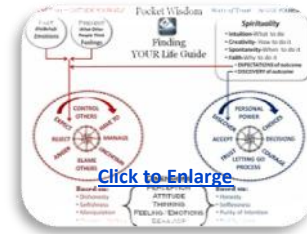
Fear Behavior causes us to **manage or justify behaviors** based on:

- *Old Beliefs*
- *What "Other People Think" (OPT)*

When that doesn't work, we try **spirituality** to get:

- *Intuition*
- *Creativity*
- *Spontaneity*
- *Faith (Being In Discovery)*

However, when we impose our expectations on the spiritual process, we find ourselves back in the FEAR / CONTROL Cycle.



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THE SOLUTION

To change this downward spiral we must initiate a *true educational process* that includes "Un-learning" prior to the actual "Learning" and "Re-Learning"

This must include:

- Private and Confidential Learning
- Interactive Study Guides / Workbooks
- Group discussion (Voice and Video) of Principles regarding "Cause and Effect"
- Study Guide / Workbook Review / Coaching
- Reporting to Clients and Professional Monitors



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IN SUMMARY

We have never been taught the *Life Skills* regarding FEAR (Often False Evidence Appearing Real)

- Drinking is a behavior that starts out as a solution to fear and becomes a problem when carried to excess.
- Thinking is a problem of perspective.
- Feeling is caused by a perspective of helplessness and initiates a thinking process that is self-destructive.
- Perspective is a principle of influence guidance.



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HOW TO HANDLE THE PROBLEM

The answer lies in combining 3 elements:

1. Professional Monitoring Guidance
2. Experiential
3. Educational



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How do Strategic Partner Professionals market and grow their communities to reach more people with eMods?

Locate Communities that need help!

Existing communities are found through a simple program called "Value-ation."

This unique program is part of the Life Skills U *Pocket Wisdom Resource Took Kit* to determine how serious the community is invested in FEAR and CONTROL... *how wide spread is it?* A simple assessment quickly and easily identifies the "FEAR Center" within the total organization, down to the specific people who propagate the FEAR and CONTROL.



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Growing The Community - How does the professional create "WOM" Marketing within the network? A "Pay It Forward" feature within the PLT eMod architecture enables each learner to *Pay Forward* excerpts of the Pocket Wisdom content to a friend, the way one would loan a good book.

Then, using the "On-Demand Conference Meeting" they can meet and discuss the Pocket Wisdom Principles and how they are applying the [pPrinciples](#) to life. This again grows and builds a stronger community.



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Learner Apps

The number one incentive for people to participate in any activity is the opportunity to CONTRIBUTE and be RECOGNIZED for their contribution. Built into the PLT eMod architecture, Life Skills U includes the resources to guide and support learners who have found significant value in the Pocket Wisdom Courseware, as applied to particular professional applications such as Health Care, Addiction Recovery, Speaking, etc.

The student/ learner (under supervision and review) creates a Learner Application ("Learner App") on how he or she applied a Pocket Wisdom Principle to their life and what the benefits are to themselves and to others.

These Learner Apps are then packaged and published as downloadable eMods and added to the eMod library, available to all FREE Life Skills U eLearning Centers for educational promotions.



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eMod Action Incentives

The eMod Architecture includes the ability to incorporate Travel Incentives to promote Learner Apps:

- ✓ FREE Travel Incentives to Write Learning Apps
- ✓ Free Travel Incentives to Watch Learner Apps
- ✓ FREE Travel Incentives to attend Learner Apps Workshops



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IN THE FINAL ANALYSIS...
FOCUS ON ASSET CREATION AND NOT MORE EXPENSE

This is an invitation to transform intellectual assets into intellectual property.

- Explore how to create income, by writing and helping others.
- Learn how to transform your content and ideas into effective saleable courseware.
- Learn how to structure content so it is heard, seen, retained, understood and applied.

Cordially,

Richard

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