

Calling the Stork Application Form

Must be faxed to (815) 642-4092 or e-mailed to carma@theproductmidwife.com by June 15, 2008.

Step One: Answer ALL THE QUESTIONS on this application and submit ALL pages by fax to (815) 642-4092 or by email to carma@theproductmidwife.com. Your chances of being accepted into this program and be personally mentored by Carma Spence-Pothitt depend on your answers and the time stamp of your application. ***So the longer you wait to apply, the smaller your chances of getting in.***

Step Two: I will review all the applications and let you know if you're accepted by Wednesday, June 18, 2008.

Step Three: If you are accepted, I'll process your first month's tuition and send you all the information necessary to give you a running start.

OK, Let's Get Started ...

Please make sure your answers are legible!

1. What BEST describes you and your situation right now?

- I know what my core passions and skills are, but I don't know how to translate those into a product or service around which to build a business.
- I have an idea of what my core passions and skills are, but could use some clarity around which ones to build a business around.
- I have no clue what my core passions and skills are.

2. What are your ***TOP 3 Challenges*** stopping you from knowing your core passions and skills, as well as how to translate those into a business?

- Lack of focus
- Overwhelm
- Not knowing how to start
- Not enough time
- Confused on how to "connect the dots"
- Other (please explain):

3. What best describes your level of technical competency? (Select one)

- I can easily use popular computer programs and navigate the Internet. I'm familiar with shopping carts and autoresponders. With the right guidance, I can deal with pretty much any technology challenges I come across.
- I'm just O.K. with using a computer and surfing the Internet. I get by, but will probably need help with more advanced things like shopping carts and autoresponders.
- If I turn on the computer and nothing goes wrong – whoopee! I'm having a great day! I can barely get through basic email tasks – don't ask me to do more!

4. Are you the type of person who is not afraid of a challenge and will do the things necessary to accomplish your goals?

Yes! Most Definitely! I'm Not Sure Not at all!

5. If you are accepted into *Calling the Stork* you can – and will – commit to a minimum of five hours per week to invest in yourself, your business and your future.

Yes! Most Definitely! I'm Not Sure Not at all!

6. In order to achieve success, are you willing to be open to new ideas and possibly stretch beyond your comfort zone?

Yes! Most Definitely! I'm Not Sure Not at all!

7. When you achieve your goals and enjoy the success you want as a result of your participation in *Calling the Stork*, are you willing to use your story and success to inspire others?

Yes! Most Definitely! I'm Not Sure Not at all!

8. What's going to change? Tell me what positive changes will happen in your life if I agree to accept your application for attendance in *Calling the Stork*. Please use 150 words or less.

9. Please tell me – in 250 words or less – why you are an ideal applicant for the *Calling the Stork* course and why I should accept your application.

10. This course includes a group call, lasting about two hours, every other week. What days and times work best for you?

Weekdays (Monday – Friday) Saturday Sunday

10am – Noon (Pacific) 1pm – 3pm (Pacific) 5pm – 7pm (Pacific)

11: Your Contact Information:

First & Last Name:

Primary Email Address:

Best Phone Number to Call:

Street Address:

City, State, Zip:

Country:

OK, Let's Sum It All Up

I, _____, understand that if I'm accepted to be a member of
(Print Your Name)

The Product Midwife's *Calling the Stork* program, I'm expected – and willing – to do the following:

(Please checkmark all the boxes to indicate you understand the conditions and agree to participate in this program):

- I will actively participate in ALL the group's activities and home-study assignments.
- I will listen and consider all suggestions and do everything I can to keep up with the class assignments.
- I will be open and forthcoming in sharing all my challenges and asking for assistance – so that nothing stands in my way of moving forward and achieving my goals.
- I will devote between three to five hours each week of the program to be on the calls and complete my home-study assignments on time.
- I will actively participate in discussions concerning other student's projects. I will contribute feedback and suggestions that are open, honest and respectful of other students' path.
- I will have access to biweekly calls, a private message center for one-on-one communication with Carma and a group message board.
- I will receive Carma's guidance on what specific action steps I need to take to move forward in the course.
- I understand that all group sessions will be held over the phone as a group. I understand that these sessions will be recorded and possibly used in a future product without any compensation.
- I understand that I will have private consultation time via private message board and, possibly, live chat, during weeks that there is no group call. I acknowledge that these consultations may be limited to one hour during that week.
- Finally, I understand that if I'm accepted as a student enrolled in the *Calling the Stork* program that I would create an action plan for my new (or improved) business.

**Please choose your desired payment plan option:
(checkmark your payment option selection)**

One-Pay Plan: Receive a 10% discount by paying in full.

- \$796, due before the first class

Two-Pay Plan: Receive a 5% discount by paying in two monthly payments.

- Two equal payments of \$420.50 each, the first due before the first class, and the second due 30 days after the first payment.

Three-Pay Plan:

- Three equal payments of \$295 each, the first due before the first class, the next two 30 days and 60 days after the first payment, respectively.

Based on these conditions, here is my application to enroll in The Product Midwife's *Calling the Stork* program. If accepted, please use the card listed below to cover my tuition for this program.

Name on Card:

Card Type: Visa Mastercard American Express

CC Number:

Expiration Date:

Card CVV:

Print Name:

Date:

Signature: