



Content for Coaches and Consultants

Quality Content on Leadership for E-newsletters, Blogs & E-books
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Frequently Asked Questions from Customers and Potential Clients

1. Licensing: I understand the non-exclusive concept but it wasn't clear to me where I can and cannot use these articles.

a. Can I use this content on PDF e-books that I offer my readers for free? (for example as an incentive to sign up for my mailing list)

Yes, provided you do not re-sell, or allow others to re-sell the content. It is highly recommended that you add your own personal stories or anecdotes to the articles or Article Nuggets.

b. Can I use the content in multiple web properties that I have, where I publish under different names? Yes. Again, it is highly recommended that you add your own personal stories or anecdotes to the articles or Article Nuggets, and if posting to multiple sites, you may want to change the title. Do not submit the content to article directories.

2. Topics & Ideas: Do you come up with the ideas and topics every month or is it my responsibility to come up with the topics for you?

We write two topics each month: one on leadership development, and one on personal development. You may choose from these topics, or any topic in our library, as long as you have articles or Article Nuggets* remaining on your subscription.

3. I'm not sure what '*corresponding articles*' are and how they differ from '*regular*' articles. What is the difference between the following two packages?

"12 Corresponding Articles and Article Nuggets: \$750"

"12 Articles plus 12 Article Nuggets: \$1000"

The \$750 articles and Article Nuggets are corresponding topics - you choose a topic from our article library, and receive it in both article and Article Nuggets format, as long as you have articles and Article Nuggets* remaining on your subscription.

The \$1000 articles and Article Nuggets may be different topics you choose from our article library: you may choose one topic in article format, and one topic in Article Nugget format, as long as you have articles and Article Nuggets* remaining on your subscription.

5. You mention that a subscription includes access to your articles library. Does this mean that in addition to the 12 new articles that I get with the subscription, I can also use and publish all the articles from your library? Or did you mean that instead of getting a new article, I can choose one from the library.

It means you can choose topics from our article library, or topics we will publish in the future, as long as you have articles and Article Nuggets* remaining on your subscription.

6. Do I email you and ask you to send me the articles I am interested in (from the library) or is there an online database or system where I can see the library and pick/choose/self-serve?

You can email us at any time (provided you have articles or Article Nuggets* remaining on your subscription), and ask for a topic, or simply reply to the new topic announcement you will receive via email.

7. It would be helpful to see a couple of complete samples (articles, nugget etc.) on your website. Can I see a sample? Email us at any time and request a free sample.

* Article Nuggets are available on topics published 2011 or after. That would include the first 115 topics already listed in our article library, down to the title, "How to Be Happier - 3 Proven Steps."