



primary **COLORS**

PCPT Licensing Benefits 2014-2015

Primary Colors Personality Licensing is for management executives, clergy, psychologists, therapists, coaching professionals, attorneys, teachers, marriage counselors, etc. who want to use the Primary Colors Personality Insight Tools with their employees, or with their clients.

The Primary Colors Personality Test Licensing fee includes below benefits.

Gold PCPT Licensing Benefits	Additional Online Advertising Benefits
Access to utilize the Primary Colors Personality Insight Tools in their practice, place of business, or with company employees	Be found online in your community by clients looking to work with a Primary Colors Personality professionals.
Primary Colors Personality: Choose to Be Great Success Workbook \$57.00	Showcased on your own professional personality experts page: Personality-Experts.com official website (\$720.00 a year value)
Access to purchase PCPT Insight Tools at 30% discount	One page optimized mini-website on TROVA Women's Business Directory - www.TrovaWomenBusiness.com [\$1,008.00 value year]
Access to the PCPT 12-month follow-up insight exercises for their clients to sell for \$120 (only 50 clients = \$6,000 additional revenue)	One page optimized mini-website on TROVA Small Business Directory - www.TrovaBusinessDirectory.com [\$1,008.00 value year]
Get choice of Primary Colors Personality Test e-Books - \$27.00	Flip box ad on www.Business-and-Women.com advertising website - \$480.00 year value
Primary Colors Personality Training Video: \$699.00	Showcased as expert on Primary Colors Facebook community.
GOLD licensing products: \$783.00	Online advertising value: \$3,116.00 = GOLD TOTAL \$3,899.00
Platinum PCPT Additional Licensing Benefits	Includes All Above Gold Benefits + Those Below
**\$2,500 Gift: Advanced Personality Training at Executive Resort with Dawn Billings, author and creator of Primary Colors Personality Resort Lodging, Meals & Materials included. **Travel expenses not included.	Additional Online Showcase on Platinum Personality Experts page on official PrimaryColorsPersonality.com website (additional \$720.00 a year value)
PLATINUM licensing products: \$3,283.00	Online advertising value: \$3,836.00 = PLATINUM TOTAL \$7,119.00