



make
today
matter

*providing solutions and support
to help women get organized,
manage time, create contentment
& build their best lives*

earn money
while helping
others to
**make today
matter**

introducing
MTM Direct

INTRODUCING MTM DIRECT

bringing Make Today Matter to the world...

MTM Direct is designed to give our customers and partners an opportunity to introduce others to the Make Today Matter Program while creating an income stream. Brook has been fortunate to create a program that has a powerful and positive impact on so many and helps people live better lives. She now wants to share that feeling of accomplishment with a select group of dedicated individuals.

This brochure provides background on Make Today Matter (MTM), the MTM Direct Program and how to get started!

We invite you to explore a groundbreaking opportunity to help other women live their best lives while building a prosperous business for yourself.

Table of Contents:

1. Company Profile and Background on Make Today Matter, LLC.
2. Product and Services Overview
3. Why Make Today Matter?
4. MTM Direct – Objectives, Program Outline, Growth Plan
5. MTM Direct – How do You Benefit? Bonuses, Commissions and Discounts
6. Getting Started!
7. MTM Direct Starter Kit

MAKING EVERY DAY COUNT

1

A letter from our founder

“Nothing is worth more than this day.” Goethe

On a snowy day in 2005 I set out with a simple mission... to rejuvenate my life. At the end of each day, I felt incomplete instead of satisfied and happy. The magic of life had been replaced by stress, routine and over-commitment.

As an author with a good relationship with my readers, I asked if any other women felt similarly. Were other people also searching for “something more?” Over three-thousand readers responded to my call and together we began a journey. Each day, I would take one simple step to improve my life and then share what I did through email.

Over the course of a couple of months, incredible results unfolded. Not only was my life improving, but, so were the lives of thousands of other women who were convinced they had “tried everything” and that nothing “could possibly work.”

Over the years, I have continued to refine the initial program. Today, the Make Today Matter Life System offers 30 of my best tips for getting organized, managing time, and creating contentment. In addition to this Toolbox, our supportive community offers a full library of positive content, audios, moderated online events, hosted action jams, menu plans complete with shopping lists, a monthly magazine, an online course catalog and more.

I look forward to the years to come with both enthusiasm and excitement as we prepare to take Make Today Matter around the globe. I feel blessed that MTM has received such positive support and acclaim from so many. I know that, with MTM Direct, we will be able to reach thousands of women and guide them in making the most of each day.

Yours in the journey,



Make Today Matter, LLC. is a fast growing, multi-media content driven business capitalizing on the creativity and energy of its founder, Brook Noel. The Wisconsin based corporation was founded in 2007 based on the results and feedback from Brook's best-seller, *The Change Your Life Challenge* book and program.

Brook is a best-selling author with more than 400,000 copies in print. She has appeared on CNN, ABC World News, Fox & Friends and thousands of other media outlets. Her programs, tools and newsletters have been utilized by more than 180,000 women to help enhance their lives. A prolific writer, she has written 30 book titles in the last 15 years ranging from life management to coping with grief to cooking.

Brook has taken this tremendous content and, based on significant feedback and continuous improvement, developed the Make Today Matter Life System. Brook knows that, for people to be successful, ongoing support and growth are vital. Going "beyond the book" and connecting directly with those seeking to change their lives is the answer. The subscription based Make Today Matter online community offers members a solid foundation with the *Toolbox for Success Steps* backed up by more than 100 Mini-Makeovers (classes intended to be completed in 7-14 days) designed to help people maintain balance with life's priorities. The online community and e-classes are delivered through a private website running a specialized content delivery system. This is the same software used by hundreds of colleges and universities to deliver high quality online courses and distance learning.

Make Today Matters provides additional support through our product line, individual courses and e-books. Based on user feedback, we have worked hard to refine the concept, approach and delivery of content. We are confident that it is time to share with the world how to "make today matter."

Brook Noel is the author of thirty books, specializing in grief and bereavement and life management and balance for today's busy woman.

Noel is known for going “beyond the book” by creating a whole experience to interact and support her readers through online and in-person events, Q&A chats, message boards, and communities. She maintains a regular daily column, *Good Morning*, and a free weekly e-zine, *The Challenge Weekly* with a combined readership of over 70,000.

Her greatest passion is the Make Today Matter Life System Online which is the basis for *The Change Your Life Challenge*. “I feel like everything I have done or experienced in life has culminated in this program and book. The program isn't just about family time, or menu planning, or procrastination, or organizing-it is about every major area of life.”

Brook was recognized in 2003 as one of the Top 40 Business People Under the Age of 40 by the *Business Journal*. She is a spokesperson for the Home Business Association and was featured in their top entrepreneur issue. She has also been a spokesperson for the Whirlpool Corporation, specializing in the time crunch of busy moms.

Brook has conducted workshops for and/or appeared on/in: *CNN Headline News*, *ABC World News*, *FOX Friends*, *Woman's World*, *Our Children* (National PTA Magazine), *Los Angeles Times*, Cedars-Sinai Medical Systems, *Parent's Journal*, *Booklist*, *Foreword*, *Independent Publisher*, University of Washington, UW-Milwaukee, University of Michigan, Single Parents Association, AM Northwest, *Town & Country*, *New York Post*, “Ask Heloise,” Bloomberg Radio-and hundreds of other publication, shows, and stations.

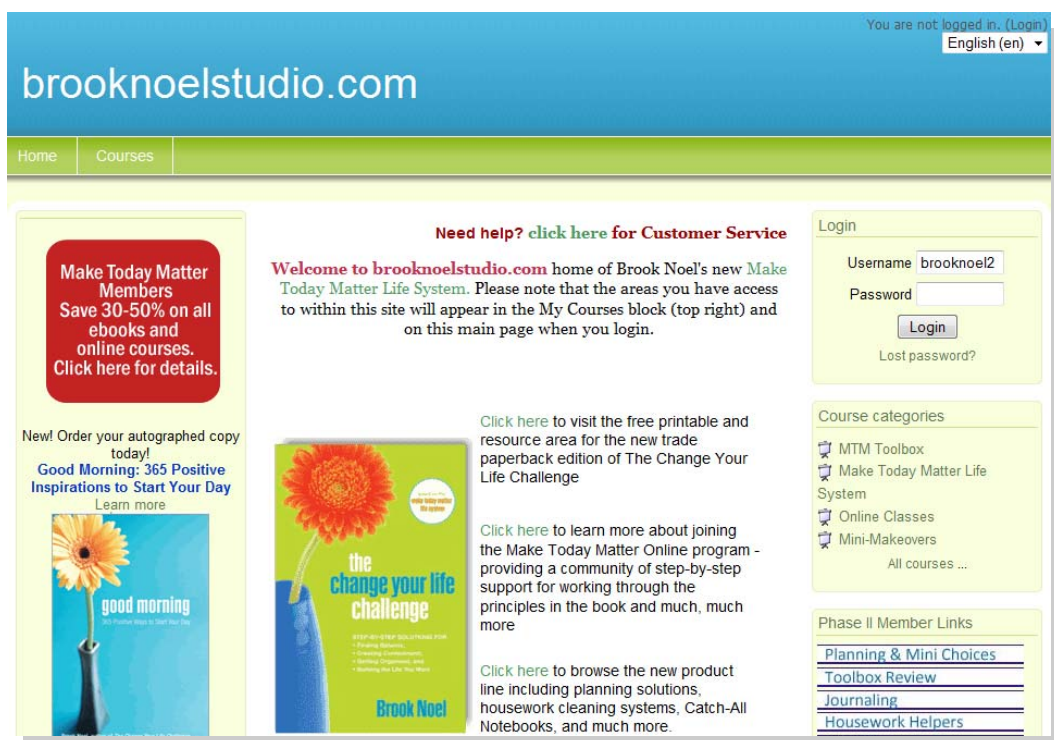
Brook lives in northern Wisconsin with her husband, their teenage daughter, a golden retriever, and a puggle named Roxie .

Make Today Matter currently offers more than 150 products and services in its catalog. These products can be divided into three primary categories:

- **MTM Community Membership Subscriptions** that are typically purchased monthly, quarterly or annually
- **MTM E-books, Products and Classes** that are instant downloads or online enrollment
- MTM and related **Complimentary Products and Tools**

Make Today Matter Life System

By using the Snapshot and Action Plan each month, members discover what life areas are most important to them today – enabling them to choose Mini-Makeovers designed to focus on their unique needs. Our team of more than 40 moderators and mentors actively guide and support our members on their life journey.

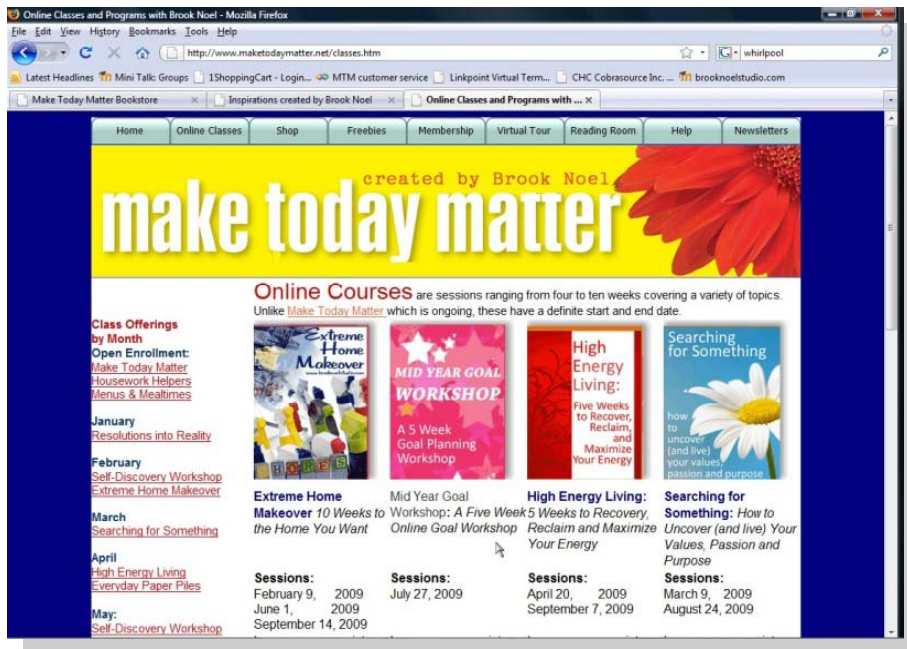


Login page for Make Today Matter Online Member. The online programs are run at www.brooknoelstudio.com

MTM e-Books and Classes

MTM e-Books are all downloadable and safely delivered via personal email.

Class registrations are processed by staff and then credentials are sent to customers within 48 hours of the class start date.



Visit www.brooknoel.com to browse our shop learn more about our products



MTM Complimentary Products ...

While not required to be successful in the online MTM community, MTM products abridge or augment the online community.

These products include collateral products like Catch All Notebooks and Planners; CD-ROM based products, Books, gifts; and refills/product components for “do-it-yourselfers.”

Brook has personally selected or developed each of these products to be specifically fit for purpose and of a higher quality than is generally available.

Make Today Matter is a unique offering and fills an important niche in providing support for women. Where most companies are selling products and quick fixes, MTM provides a 360 degree program blending online and offline tools with heavily moderated classes to keep members focused on achieving their personal goals. The program is designed to be an ongoing life management system and members, that really use it, stay on target and achieve balance in their daily lives. Our members maintain memberships, actively participate in the classes and purchase consumables like the specialized notebooks and organizational tools supporting the program. These members also become our best marketing tool, recommending the program to friends and family.

The blending of technology and content offered is second to none and the level of support we provide is unheard of in typical online communities. There are so few resources in the public domain today, that the average person can afford, providing the level of life coaching and support that MTM provides. Make Today Matter really does what it says for customers around the world.

Why Now?

MTM Direct is growing stronger every day. You have the opportunity to be in on the ground floor as a “2nd generation” direct marketing executive for our company. You will have more flexibility and more opportunity, than at any time in the future, to be an integral part of our vision.

As an early adopter, you will be reporting into our first generation marketing executives, who are the most experienced and knowledgeable people we have. They also have direct access to Brook and MTM Direct corporate.

As we say, “I’m making today matter, will you?”

MTM is a powerful tool for making very effective changes toward a greater quality of life. It has guided, inspired, and motivated me to cultivate better relationships with those I love, create a more peaceful home, adopt a joyful outlook, and connect with my authentic self. I recommend it highly to anyone wanting to take deliberate steps toward a fuller, more rewarding life. **Sarah, Pennsylvania**

I just started this program and it has already changed my life. My mind is uncluttered now. If this is the impact the first week has had on my life, I can't wait to see how it looks at the end! God bless you for developing this program! **Brittany, California**

This program has changed my life already and I've only been following it for a week! I know that may sound dramatic, but along with the support from others, I can already feel the benefits. A very interesting plan. Extremely well-written. A must-have for any busy woman. **Kathleen, United Kingdom**

I am glad I decided to try MTM. It is one of the best things I could have ever done for myself. I am encouraging everyone I know to give it a try—it can change your life for the better! **Maureen, Florida**

This is a program that showed me there is an easier way to manage my house and children than going crazy every day hunting things down. The system really works and, with little time given up to get things rolling, I have family time back again and that is truly a gift. Thanks Brook Noel! **Dorothy, England**

My life has felt like chaos for a long time and learning about MTM came at a critical time in my life. I am on step 10 and get so excited to learn each new step. I have gotten more done in the past few days than I accomplished in the past few months. I was feeling paralyzed by the volume of things I had to do, and now feel like I can move freely through my day! Thank you so much for creating MTM! **Lisa, New Mexico**

Finally, a simple plan to follow. MTM is helping me and changing me for the better. I am so grateful I found this program and am applying it to my life. **Heather, Illinois**

Clear some space out of your schedule and work through Brook's system of getting organized, healthy, and financially responsible. Brook takes all the things in our lives that keep us off balance, from overstuffed closets to forgetting to take care of ourselves—and gives simple steps to create a balanced, simplified life. She also gives us a simple organization system for managing our time, meal-planning ideas and things to make your relationships better. If you are serious about making changes for the better, then this program is for you. **Elizabeth, Michigan**

3 a letter from Andy Stowers, sales & marketing

Until recently, Make Today Matter has been directly marketing to the public through the web without a sales force so that we can have direct feedback on processes, systems, organization, program flow and quality. It was critical that the program, content, technical aspects and support mechanisms were in place before we grew the program through broader sales channels.

I was brought on board from a large software corporation where I built and managed a direct sales team driving more than \$40,000,000 in annual revenue for over a decade. I had a number of sales people earning more than \$250,000/year, consistently. My expertise is in building sales teams and growing revenue. MTM helps people make themselves better and has the potential to be larger, much larger and that is what attracted me most to this opportunity.

Last fall, we started MTM Direct with approximately people from around the USA and Australia. Our approach was to take people knowledgeable in MTM and work with them, to develop and test the collateral and approach to market, through the end of last year. These 1st Generation marketing executives are the backbone of our team and they will be foundation that we build our sales force on.

My philosophy is that I need to make sure that my sales team has the tools and is motivated to be able to earn as much as they can/want and that they have fun doing so! MTM Direct is my priority and I am available for my team, any time, to strategize and review sales opportunities and approaches.

We will keep it simple. And, above all, we will continue to refine and develop the program as we drive ourselves to work smart and make the most of our valuable time!

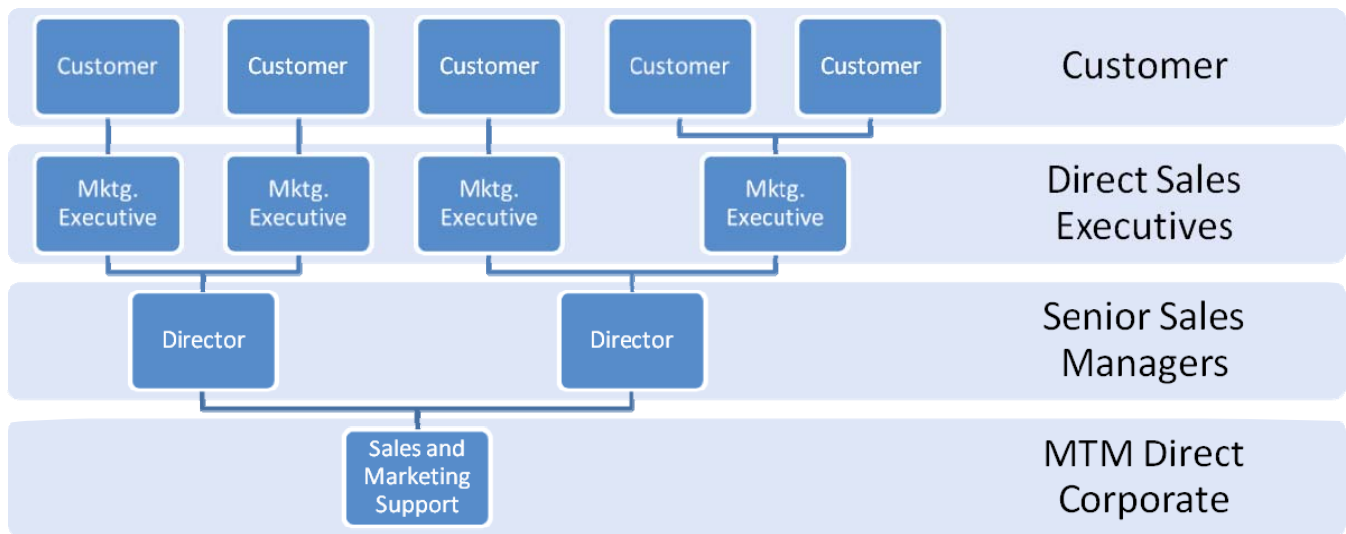
MTM Direct will be our primary sales engine to drive growth through face to face or word of mouth introductions. The program impacts the very core of members emotional well being and online or traditional advertising doesn't convey this nearly as well as a true believer sharing the program, personally.

MTM Direct is through its incubation phase of 2009 and now ready to roll out in 2010. Our goals for 2010 are to have 100+ direct marketing executives active by the end of the year. We are actively looking for motivated people interested in making MTM Direct a material income generator.

Program Organization and Outline:

MTM Direct will be a three level selling model for the foreseeable future. MTM Direct sales and marketing will support our 1st generation marketing executives who will have the option of developing their Marketing Organization and evolving the director role. The directors will have teams of marketing executives in their organization and will be there to support the marketing executives in the development of their businesses. Then there are our end customers, who do not resell our products.

I believe that the hierarchy should always be upside down from traditional thinking. I work for your director, your director works for you and you work for your customer as the inverted pyramid below shows.



Through them, we will all be successful. Without them, we cannot succeed.

MTM DIRECT AND YOU

5

2010 commissions, bonuses & objectives

MTM Direct's compensation model is designed to excite growth and build enthusiasm. Everything you sell is sold because of you and your enthusiasm for MTM Direct, the program and related products. In the interest of keeping it simple, we are going to provide a flexible system for compensation.

- Commissions are paid on all products and services sold directly or purchased for resale.
- Bonuses based on quarterly and annual sales achievements.
- Periodic bonuses for objectives-based achievement.

Our vision for MTM Direct is that our marketing executives are selling memberships that will yield not only immediate commissions but also future commissions on all recurring revenue from their customer base. This means that you are truly building your business and can achieve a high earnings level over time.

We will provide you with the ability to place orders directly or, to refer your clients to our website so that they can place orders, and you will get credit for those orders. Our business is designed to take advantage of the internet and our orders are 99.9% online, through our website. We encourage you to take advantage of this and to build your own web presence through a blog or traditional website, that highlights your interests and personalizes Make Today Matter for your clients. Your website will act as a information sharing hub for your clients.

Our objectives for marketing executives are designed to be achievable yet geared towards developing a part or full time business. As we are looking to attract new marketing executives into MTM Direct, we are looking for people to spread our message and to bring women into our program. We are going to want to actively work with our marketing executives to nurture them and to help them develop their contact databases and their business.

For 2010, our sales objective for MTM Direct marketing executives is \$500USD gross per quarter which includes your membership of \$40USD per quarter.

MTM DIRECT AND YOU

5

2010 commissions, bonuses & objectives

Discount/Commission Structures by Product Type

Commissions and discounts are applied to the order value to Make Today Matter, LLC. and are after any specials or discounts are applied.

Discount/Commission Structures by Product Type:

Product Category	Marketing Executive Discount/Commission
Memberships and Membership Renewals	40%
e-Products and Online Classes	40%
Products Shipped to the Marketing Executive or Customer Directly	40%

Bonus achievements are calculated based on the marketing executive's sales during the qualifying period which includes:

- Purchases from Make Today Matter, LLC, net of shipping charges.
- All memberships, classes and e-products purchased directly by customers where the marketing executive's affiliate code/referral URL is used.

2010 Marketing Executive Achievement Bonuses:

Achievement	Marketing Executive
Calendar Quarter Sales of \$1,000+	\$100
Calendar Year Sales of \$4,000+	\$250
Calendar Year Sales of \$8,000+	\$1000
Sign 10 New MTM Memberships in any calendar quarter	\$100
New Independent Marketing Executive Referral Bonus	\$100

**Note: The above information is representative of the commission and compensation plan defined in the Independent Marketing Executive Agreement. The Independent Marketing Executive Agreement is subject to change at any time and represents the actual compensation model. It supersedes anything in this brochure or other marketing material. Bonuses are per qualifying period. New Memberships must be only monthly, quarterly or annual Make Today Matter membership subscriptions that have not been a member for at least 6 months prior to enrolling. For example, Housework Helpers and Menus and Meal Times do not qualify for this achievement bonus. Referral bonuses are paid for each new Marketing Executive that enrolls in the MTM Direct program and purchases the MTM Direct Kit. These are paid to Marketing Executives only and not Directors. Referral bonuses are paid in lieu of referral commissions.*

BUILDING YOUR BUSINESS OVER TIME: SAMPLE 5-YEAR SCENARIOS

THE KEY TO MTM DIRECT IS COMPOUNDING EARNINGS OVER TIME

5 Year Projection Based on Recruiting 4 New Members per Month						
Sales Model for MTM Distributors	Year 1 Sales	Year 2 Sales	Year 3 Sales	Year 4 Sales	Year 5 Sales	
MTM/HH/Menu Memberships (from gross to MTM)	\$ 5,646 \$	11,687 \$	16,862 \$	20,743 \$	23,654	
Classes (from gross to MTM)	\$ 3,440 \$	5,218 \$	6,819 \$	8,095 \$	9,091	
E-Products - One time buys (from gross to MTM)	\$ 240 \$	364 \$	476 \$	565 \$	634	
Physical Products (books, coffee, kits, etc)	\$ 2,798 \$	4,244 \$	5,546 \$	6,584 \$	7,394	
Total Sales	\$ 12,123 \$	21,512 \$	29,703 \$	35,987 \$	40,774	
Commission Model for MTM Distributors						
MTM/HH/Menu Memberships (from gross to MTM)	\$ 2,258 \$	4,675 \$	6,745 \$	8,297 \$	9,461	
Classes (from gross to MTM)	\$ 1,204 \$	1,826 \$	2,387 \$	2,833 \$	3,182	
E-Products - One time buys (from gross to MTM)	\$ 84 \$	127 \$	167 \$	198 \$	222	
Physical Products (books, coffee, kits, etc)	\$ 699 \$	1,061 \$	1,387 \$	1,646 \$	1,849	
Total Commissions	\$ 4,246 \$	7,689 \$	10,684 \$	12,974 \$	14,714	

5 Year Projection Based on Recruiting 8 New Members per Month						
Sales Model for MTM Distributors	Year 1 Sales	Year 2 Sales	Year 3 Sales	Year 4 Sales	Year 5 Sales	
MTM/HH/Menu Memberships (from gross to MTM)	\$ 10,234 \$	23,973 \$	34,173 \$	41,823 \$	47,561	
Classes (from gross to MTM)	\$ 5,515 \$	8,675 \$	11,264 \$	13,325 \$	14,932	
E-Products - One time buys (from gross to MTM)	\$ 480 \$	755 \$	980 \$	1,160 \$	1,300	
Physical Products (books, coffee, kits, etc)	\$ 4,869 \$	7,659 \$	9,945 \$	11,764 \$	13,183	
Total Sales	\$ 21,098 \$	41,062 \$	56,363 \$	68,071 \$	76,975	
Commission Model for MTM Distributors						
MTM/HH/Menu Memberships (from gross to MTM)	\$ 4,094 \$	9,589 \$	13,669 \$	16,729 \$	19,024	
Classes (from gross to MTM)	\$ 1,930 \$	3,036 \$	3,942 \$	4,664 \$	5,226	
E-Products - One time buys (from gross to MTM)	\$ 168 \$	264 \$	343 \$	406 \$	455	
Physical Products (books, coffee, kits, etc)	\$ 1,217 \$	1,915 \$	2,486 \$	2,941 \$	3,296	
Total Commissions	\$ 7,409 \$	14,804 \$	20,441 \$	24,740 \$	28,001	

The above chart presents several examples of the earnings potential for marketing executives. Note that in years two and three, the Online Memberships revenue increases substantially. This includes two assumptions; first, that you have an 80% renewal success rate and; secondly, that you are able to sell new memberships at the same rate you did in year one. Since MTM Direct pays you on renewals at the same % commission as a new customer, the larger you build your renewal base, the more you make with less effort. Many assumptions were made in constructing this table and any individual might sell more or less than is described in here and the mix of sales by category may be substantially different than is proposed. Make Today Matter, LLC makes no warranty as to what an individual marketing executive's performance should or will be. **THE EARNINGS LISTED ABOVE DO NOT INCLUDE ACHIEVEMENT BONUSES AVAILABLE TO YOU AS DESCRIBED ON PAGE 13 AND ARE NOT GUARANTEED AS INCOME BUT GIVEN AS EXAMPLES.** At this time, there are no caps or restrictions on earnings based on sales. Make Today Matter, LLC reserves the right to adjust the commission/bonus/discount plans.

4 STEPS FOR GETTING STARTED

5

The MTM Direct Starter Kit

There is surprisingly little you need to do to get started!

1. Carefully read the Independent Marketing Executive Agreement— [Click Here](#) to download.
2. Order the MTM Direct Starter Kit.
3. Sign up for your affiliate account with us (instructions will be sent to you after you order your kit)
4. Have an introduction call with Brook, Andy and your MTM Director.

The MTM Direct Starter Kit – A \$850+ Value

(See www.brooknoel.com for individual product details)

- *The Change Your Life Challenge* book
- *The Make Today Matter Makeover* book
- *Good Morning: 365 Positive Ways to Start Your Day* book
- Housework Helpers Toolkit
- Catch-All Notebook
- Good Morning Mug
- Make Today Matter Headquarters Binder
- Exclusive access to the MTM Direct area and resources of www.brooknoelstudio.com
- MTM Direct Selling Catalogs – Qty 25
- MTM Direct Business Cards – Qty 500
- MTM Direct Email Address
- MTM Direct Affiliate Dashboard and Links
- MTM Direct Binder for your printed materials
- 1 time access to take each online class offered as long as you are active

MTM Direct Kit Purchase Price:

Purchase the entire kit for \$299USD including your first quarterly MTM Membership payment at an exclusive rate of \$26USD per quarter. Subsequent quarterly charges will be automatically deducted from your account. If you are already a member, MTM Direct will set your renewal charge date to ensure that you get credit for the unused portion of your current membership.

Once you have complete the steps above, you can:

1. Review our sales tools on MTM Direct
2. Participate in the MTM and MTM Direct community
3. Start your business!

To get started, go to: <http://brooknoel.com/mtm-direct/> and order your kit today!

If you have questions, feel free to contact us:

Andy Stowers
Make Today Matter, LLC
PO Box 327
Manitowish Waters, WI 54545
andy@maketodaymatter.net
Phone: 715-690-1011