



Launch Team 2016

Executive and Managerial Planning Term: **April 1, 2016 – November 1, 2016**

Project Assignments: **(1) Magazine Launch (2) Product Line Launch**

*Application Fee: **\$50.00** - due at time of application.

Materials Fee: **\$99.00** - due by April 1st.

If you are unable to accept the position, the \$50.00 application fee will be refunded.



Join our **exclusive launch team** to learn project management for two amazing launches!

Submit your application for a video interview screening and one-of-a-kind business training experience with **Rekesha Pittman**.

Launch team begins
April 1st. **Apply for
your position today!**

www.divineturnaround.com

Divine Turnaround is a unique training program for aspiring entrepreneurs, managers and administrators that desire to obtain hands-on business coaching.

The **Divine Turnaround Launch Team** offers a hands-on training and coaching environment that offers real-world experience in the planning, management, and completion of a magazine and product line launch.

Enrollment provides exclusive **Divine Turnaround** opportunities including:

- Exclusive Interaction and Coaching**
- Hands-On Project Management**
- Product Previews and Test Market Opportunities**
- Certificate of Completion**
- Personalized Letter of Recommendation**

The Launch Team begins **April 1, 2016** and continues through **November 1, 2016**.

Divine Turnaround Launch Team positions are offered in the following key areas:

Magazine & Editorial Staff
Product Line Management & Distribution
Customer Relations & Development
Media & Public Relations
Financial Planning & Management
Social Media Management
Marketing & Promotions
Video Production & Multimedia

General Requirements

“International Worship Summit” attendance is required (October 25th-30th, 2016 in Dallas, TX). Launch Team members will be responsible for transportation, accommodations and dining costs for the event. Driven self-starter with a desire to manage or establish a business. Able to think critically and creatively. Discipline to work with limited supervision, while staying within the scope and budget of assigned area of responsibility. Demonstrate willingness to be trained under the direction and guidance of Rekesha Pittman and/or designated staff. Demonstrate ability to work in coordination and cooperation with fellow Launch Team members and other Divine Turnaround staff. Internet and computer access is vital. **Must be willing to sign and abide by a legally binding nondisclosure agreement.** Participation in periodic video training calls (pre-scheduled) and submission of all projects as agreed.

POSITIONS OFFERED IN THE FOLLOWING KEY AREAS:

Magazine & Editorial Staff

Manage magazine development including, but not limited to:

- Recruit staff writers as suggested by Editor-in-Chief
- Develop magazine layout
- Recruit appropriate advertisers for magazine ads
- Research potential distribution outlets
- Writing opportunities as assigned

Product Line Management & Distribution

Manage and design vendor exhibit and reporting including, but not limited to:

- Coordination of book signing for Rekesha Pittman
- Assist with product development and test marketing
- Oversee product inventory (Products, bags, giveaways, displays)
- Track product sales
- Record vendor table feedback and submit written reports
- Operate vendor booth during scheduled hours (sales reps and cashiers)
- Oversee overall product management, while ensuring positive customer service

Customer Relations & Development

Provide strategies for customer development and policies including, but not limited to:

- Research current market trends
- Identify target markets and demographics
- Develop customer service policies and procedures

Media & Public Relations

Develop strategic media and public relations strategies including, but not limited to:

- Recruit written product testimonials and schedule on-site video recordings
- Create news releases and updates via Mail Chimp
- Promote community awareness via events and media outlets
- Contact media outlets (news, television or social media) for promotional slots
- Develop in-person networking strategies
- Capture photos of products and customers

Financial Planning & Management

Oversee budget and financial expenses including, but not limited to:

- Track and manage expenses for magazine, product design, advertising, and displays
- Develop safekeeping procedures for petty cash and monies collected on-site
- Develop transaction processes (Payment processing, receipts, recordkeeping)
- Make daily bank deposits and reporting totals daily in writing during event

Social Media Management

Develop social media strategies including, but not limited to:

- Creation of product page and Facebook sales page
- Posting on behalf of product line and magazine
- Recruiting followers and social media outlets (Facebook, Twitter, Instagram)
- Online contest development and giveaway management

Marketing & Promotions

Manage cost-effective marketing strategies and promotions, but not limited to:

- Research and report cost-effective marketing options
- Submit booth design ideas and manage visual booth presentation on-site
- Oversee drawings and giveaways
- Recruit product models
- Provide creative ideas to expand brand awareness

Video Production & Multimedia

Coordinate and produce audio & visual aspects including, but not limited to:

- Produce and develop video commercials for online releases and exhibit booth showings
- Coordinate video recording schedule for pre-selected testimonials
- Produce "virtual fashion show" for website
- Research and report innovative ideas for broadcasting or visual ads in multimedia

After your application is approved for the Launch Team, you may pay the materials fee with a debit or credit card at www.divineturnaround.com in the amount of **\$99.00**. Charges will appear as **REIGNAISSANCE LLC**. If your application is not approved, you will receive a full refund. Materials fees are non-refundable and include coaching materials. Books purchases will be at an additional cost to each Launch Team member.