


DIGITAL  SEED™

DIGITIZING CONTENT, COMMUNITY, & DELIVERY

# Digital Seed

"OUR MISSION IS TO TAKE YOUR KNOWLEDGE - DIGITIZE IT, ENHANCE IT, AND DELIVER IT IN A WAY THAT EVERYONE CAN ENJOY IT, LEARN FROM IT AND PROFIT FROM IT!"

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## What is Digital Seed?

**Digital Seed germinated in the creative business minds** of a team of software, human growth, and marketing experts at a company called eLuminate, Inc. Our team has identified a massive need in the marketplace for more effective communications tools between the distinct generational audiences within many organizations. What ever you know or believe is of little value to others until it is shared in a convincing and credible way. What we do is help you collect, manage, and deliver the knowledge within your organization to a specific audience in a variety of ways. We allow this knowledge to be conveyed to your audience in a format that best suits their learning style and/or buying habits. Through a sophisticated blend of human ingenuity and proprietary technology, we have simplified the process of getting your message or your product into the hearts, minds, and hands of your audience.

## Digitizing Content

**Knowledge is your cash crop.** But transplanting this knowledge into the minds and hearts of employees and customers has always been a challenge... until now. The knowledge you've collected over the lifespan of your organization is a cash crop waiting to be digitized or shall we say, harvested. All of the web copy, books, tapes, CD's, 3-ring binders, and overstuffed file cabinets; where you now store this information could be condensed into a space no larger than your little fingernail. Whether you want to train a sales force, teach students, or inspire the masses, Digital Seed is the channel of choice.

## Digitizing Delivery

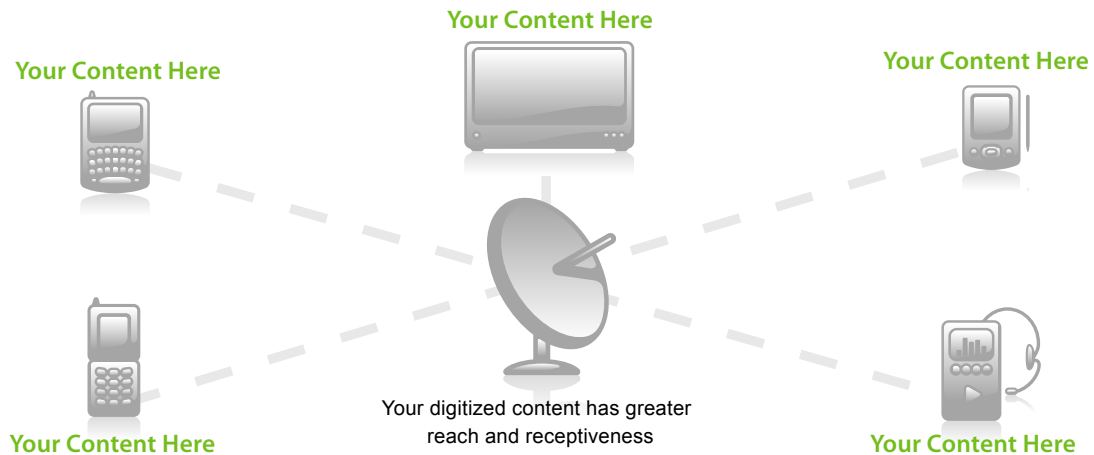
**There are no limits to the methods of delivering your message** through this interactive and collaborative technology! You'll love the flexibility and the creativity of this innovative learning and marketing tool. Just plant a Digital Seed into your marketing strategy and watch the opportunities grow! Your audience can:

- Read content on screen, print out a lesson or a chapter, or download a PDF to their digital reader.
- View entertaining videos from their desktop at their convenience.
- Listen at your website or download content to iPods or MP3 players.
- Have all the information they want in any format they want when they want.

Contact your Digital Seed representative to find out how your organization or content might benefit from the digital opportunities that lie ahead!

# Digital Seed

Digitizing content, community and delivery



## Digitizing Community

Generation X knows how to relate to their community through digital channels. The entire world is learning how to communicate through digital channels. Digitizing your valuable knowledge is critical to your long-term success.

## Digital Seed Benefits

- Build community between Gen X, Gen Y and Baby Boomers
- Lower marketing costs
- Engage readers/visitors at deeper levels
- Create committed and supportive communities around your content
- Make learning fun
- Support personal mastery
- Create personal-growth performance-based metrics
- Give mini-seminars online
- Create learning groups on your topics
- Build a loyal community around your book or content
- Connect people globally
- Entertain while you inform and educate
- Clearly convey your message to a specific audience
- Entice customers to say "Yes"
- Build brand value faster than traditional marketing
- Gain publicity easier
- Create massive word of mouth marketing
- Providing metrics to track marketing
- Receiving instant feedback on marketing efforts
- Deliver distant seminars 24/7