



*Attn: Inspiration Age Worker!*

Could this be  
**YOUR**  
window  
of  
opportunity?

now hiring

Multiple Streams of Coaching Income Mission:  
To Put Money in the Pockets of 10,000 Coaches by 2008



## **AVAILABLE OPPORTUNITY: HIRING AN ONLINE BUSINESS MANAGER OBM #DWSBCOM | June 8, 2005**

Multiple Streams of Coaching Income is privileged to assist in the hiring of an Online Business Manager for a six-to-seven figure Online Coach Training and Resource Organization.

We are seeking bright, dynamic, experienced individual for a long-term contract opportunity with upside compensation potential.

This is a three-quarters to full-time virtual role that is suitable for individuals with fluent spoken and written English in any location including Australia, Canada, UK, USA, etc.

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### **THE ORGANIZATION IN BRIEF**

This leading organization has shown double-digit growth in gross revenue over the last 6 months. With more than 15 websites and tens of thousands of online subscribers, its plans to positively support the professional life coach profession are solidly on track.

The organization's core values are contribution, fun and success and its mission is to **"help the helpers."**

More detailed information about the client company will be provided to short-listed applicants.

This is an excellent opportunity to become a key player in the growth of a virtual business from a solid six figures to seven.

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### **ROLE FUNCTION**

The Online Business Manager will:

- have **5+ years experience** in one or more of: the fields of marketing, ecommerce, programming, coaching, business management, human resources, project management, personal development (e.g. Landmark) or other related area of study, or equivalent.
- work with the **very energetic CEO/Owner** of the business to create new passive revenue streams, taking them from idea to sale
- manage administration, logistics, human resources, and infrastructure of a growing online business
- **recruit** additional team members and train/manage them into their respective functions
- be familiar with and/or practically experienced in all facets of **internet marketing** including:

- product planning and research
  - copywriting
  - website design and creation
  - creation of graphics and user interface
  - product packaging
  - traffic generation
  - conversion and
  - the overall strategic marketing that creates a cohesive whole out of these elements
- have experience **creating and implementing a business plan** in a competitive environment
  - be a **relationship builder**, client service oriented and team player
  - understand **advertising, affiliate programs and joint ventures**; be able to hold and cultivate key relationships
  - diligently maintain and create a standard operating procedure for the business, or business training manual
  - be fiscally responsible

In the daily execution of his or her role, the Online Business Manager will use the **Multiple Streams of Coaching Income Product Funnel** model and a number of other approaches to grow the business in alignment with its stated vision and goals for success.

Additional duties may include general email correspondence, telephone communication, engaging in personal learning in the key areas called upon in the role, or performing other responsibilities as business need requires.

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## SKILLS

The Online Business Manager will have the experience and/or aptitude to quickly carry out, or intelligently and economically outsource:

- website creation
- graphic creation
- CD/DVD creation
- typing/transcription/writing/editing/copywriting
- shopping cart management
- online list management
- blog/content management systems
- hiring and management of multiple contractors in multiple time zones
- java/php programming
- project management

Although not mandatory, a thorough understanding of the coaching marketplace, either as trainer, practitioner, or business person, is highly desired. Skills training for some areas that may not be current will be provided as a benefit of the contract.

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## DESIRED CHARACTERISTICS

The ideal candidate for this role of Online Business Manager will be:

- a lifelong learner
- a spiritual person whose perspective that life is a great game that we are here to make the most of, achieve and enjoy
- an active, open, honest communicator
- a driver, implementer and initiative taker
- collaborative and flexible with a personable style
- passionate about growing themselves in this potentially long term opportunity with a leading coaching organization

Above all, the successful Online Business Manager candidate will be **intensely attracted to a business that has doubled its gross revenues over the past 6 months**, and is showing positive indications of doing the same in 2005, growing both within the coaching market as well as in the general small business market.

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## LOGISTICS

The bulk of the recruitment process will be carried out in June 2005 by Multiple Streams of Coaching Income and Online Business Manager on behalf of the client, and will include a series of online marketing test scenarios and mini-projects.

You will be available to begin training and work starting on or around July 10, 2005. Your location can be anywhere in the world including USA, Canada, Australia, UK, etc. as this is a 100% virtual role.

Please, if you are someone who cannot anticipate enjoying this role on a nearly full time basis, you do not need to apply. The role will begin at approximately three-quarters time for the first 3 or so months.

Compensation will be highly competitive and include a base salary plus profit share to be negotiated.

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## DEADLINE FOR APPLICATIONS

June 19, 2005. Late applications may be considered until June 26, 2005.

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## NEXT STEPS/CONTACT INFORMATION

Interested candidates should send their resume/CV to Andrea J. Lee at [apply@onlinebusinessmanager.com](mailto:apply@onlinebusinessmanager.com) with "OBM #DWSBCOM " in the subject line along with the answers to the questions below. No phone inquiries will be accepted.

If your resume is selected for consideration, we will be in touch via email within 7 days to arrange for the next step in the process.

Thank you in advance for your interest.

**Note:** Your replies to the below questions are a mandatory part of the consideration process.

(1) What websites have you created, or outsourced the creation of, in the past 3 years?

(2) What top 3 products, services or other revenue streams have you created or helped create, and what were your approximate revenue goals reached? Provide URLs where appropriate.

(3) What is the biggest business opportunity you currently see in either (1) the coaching profession, or (2) the online world?

(4) Considering the role in question, what makes you interested in a long term opportunity working for someone else, versus growing a business of your own?

(5) What are the top 3 characteristics you possess that we should consider when reviewing your application?

We look forward to receiving your application and discovering whether this is your window of opportunity into a new level of wealth, consciousness and joy in your life.

Questions? Reach Andrea J. Lee, President & CEO of Multiple Streams of Coaching Income at [andrea@andreailee.com](mailto:andrea@andreailee.com) or 403-615-1237.

Know of anyone else who would be interested in this opportunity? Please feel free to forward this document to your colleagues.

For more information on opportunities, be sure to subscribe to 'Creating What Matters' the official publication of Multiple Streams of Coaching Income <http://www.andreailee.com/signup/>

For information about hiring for your organization, visit <http://www.onlinebusinessmanager.com/application.html>