

**Isn't it time to stop chasing the mirage of your Perfect Property – and learn a *guaranteed method* to design and create it from start to finish?**

***Introducing our five-step process to design, create, and maintain a healthy, resilient property that provides you with financial freedom and the time to enjoy it all...***

## **VIDEO**

**Leave confusion, overwhelm, false starts, and disappointments behind. The best person to design your land is *you*.**

Shocked? Believe us, we understand!

We've seen all the struggles that come from land design by books, YouTube and guesswork – tons of work and re-work, waste of thousands of dollars, frustration, tears, anger, crop failure, and lack of resilience. We've witnessed the overwhelm that results too much information and no context. We know all the pain you're feeling...or trying to avoid...

Your goals – restoring mismanaged land, creating a self-renewing ecosystem, building in the ability to withstand changing climate and economy, *and* ensuring a financial yield, not to mention time for enjoyment! – open up countless possibilities, all ending in a muddle of confusion:

*How to accomplish all of this? Where should you even begin? Is it possible to go back and start from Square One?* And that is when you call us to help you sort it all out.

Sometimes that's what you really need – a consultant who will spend 300+ hours to get acquainted with you and your land, identify your goals, values and vision, translate it all into a design, and coordinate the implementation. And if you're ready to make that kind of investment, we're happy to put our 20 years of consulting to work for you.

But what if you still have that stubborn conviction that you know your land... you know what you want... you've got the DIY drive and motivation? What if you're clear that what you want isn't a high-priced consultant, but the *process, tools, training, and support to bring your dream to life?*

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**Our Five-Step Process is the Solution...**

## **GRAPHIC**

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## TAB 1: WHAT CAN THIS COURSE DO FOR YOU?

Let's be real – unless you have a process for approaching a hyper-complex challenge like sustainable land design, it's easy to default to the way you approach other complex challenges. So this actually isn't just a course in sustainable land design. It's a course that will give you tools to observe, think about, and relate to your land *and your life* more effectively.

By the end of our 12 weeks together...

- You'll clarify your vision and values: *how do you want to use and interact with your land?*
- You'll identify the weakest link in building your vision (*stormwater management? appropriate technology? building placement? sustainable energy use? or...?*) and create an action plan to strengthen it.
- You'll identify the behaviors and systems that you need to adapt, adopt, or eliminate to meet your values and vision.
- You'll make informed and strategic decisions with confidence and without remorse.
- You'll have a process and benchmarks for monitoring the success of your decisions.
- You'll have a process to help you navigate any future problems as they arise, without overwhelm.
- Your life energy and enjoyment will increase as a result of this program

Does it take work? Certainly. Does it challenge your comfort zone? Probably! Does it lead you through a proven process to personal success, with support at every turn of the path? Absolutely. If you have had enough of floundering and flailing, and are ready to commit to achieving your goal, this is the program you need.

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## TAB 2: WHAT'S INCLUDED

Rob and Takota offer lively and information-packed 90-minute webinars weekly from November 1, 2018 to February 7, 2019 (and all calls are recorded for later playback). In between, you'll work on assignments applying the lessons of the class to your property, and you'll buddy up with an accountability partner for peer support throughout the course. But that's just the beginning of all you'll receive...

### STEP 1: *CLARIFY YOUR VISION, VALUES, AND RESOURCES*

*How do you create a masterwork? Simple – just chip away everything that doesn't belong there.* Whether Michelangelo or Picasso or Andy Warhol said it, it applies just as much to land design as it does to sculpture.

So in this first step, we run a reality check on your wish list (for example, if you'd like a wetland but don't have a stream, this is one possibility off the table!). By first creating your vision and value statements, then doing an inventory of the resources available on your property, you reduce the overwhelming number of design and management possibilities available to you. This step is about creating your personal infrastructure, the framework you will use throughout the rest of the course.

In addition to your three 1.5-hour interactive webinars with Rob and Takota, you'll receive...

- Templates and resources to create vision and value statements
- Templates and resources to complete an inventory of all your resources
- Weekly planner and weekly goal setting template
- Weekly question templates for you and your accountability partner

## STEP 2 – *DIAGNOSE* YOUR PROPERTY FOR STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

So you've weeded out your impossible wishes and identified the assets and liabilities you know on your property. But that's just the beginning. Does your property sit in a 1000-year floodplain? Are the rich forests on all sides a tinderbox for wildfire during drought? Is the permafrost under your property melting? These are things that you might not know – and might not even think to ask.

In this step's single 90-minute webinar, Rob and Takota introduce you to their proprietary tool, the Google Earth Pro DIY Land Diagnosis Template, and teach you to map your property to identify its strengths, weaknesses, opportunities, and threats (SWOT) in relation to your vision and values. You'll receive...

- All properties will receive a typical mapping package based on 25 m contour data (more precise data is available at your cost)
- Video and text resources
- Exercises to help identify your property's strengths, weaknesses, opportunities and threats
- Land Use Bylaw template
- Weekly question templates for you and your accountability partner

## STEP 3: DESIGN APPROPRIATE BEHAVIORS AND SYSTEMS TO ACHIEVE YOUR VISION AND VALUES

- Three 1.5-hour webinars with Q&A over three weeks + recordings
- Google Earth Pro DIY Land Design to produce your own mainframe design of your property
- Design resources, tools, and templates that will help you design appropriate behaviours and systems needed to adopt, adapt, or eliminate in order to achieve your vision
- Weekly question templates for you and your accountability partner
- 1 hour private video call with Rob and Takota to review your design

#### STEP 4: IMPLEMENT YOUR VISION WITH APPROPRIATE TOOLS, RESOURCES, AND SUPPORT

- Two 1.5-hour webinars with Q&A over three weeks + recordings
- Access to our professional networks, referral free
- Access to Rob and Takota's detailed design and implementation services
- Weekly question templates for you and your accountability partner

#### STEP 5: MANAGE & MONITOR HOLISTICALLY TO ACHIEVE YOUR VISION AND VALUES

- Three 1.5-hour webinars with Q&A over three weeks + recordings
- A 50% discounted rate for Takota or Rob's 1 on 1 phone/video consultation (the discounted rate is \$100/hour)
- Smartphone app resources for real time spatial, photo, and data capture
- Digital and analogue data management systems
- Visual Soil Assessment Template
- Access to our professional networks, referral free
- Optional business feature and promotion to our networks
- Access to Rob and Takota's detailed design and implementation services
- Weekly question templates for you and your accountability partner

If you added up the value of each of these elements, the total would easily top \$50,000 (the value of Rob and Takota's design/implementation services *alone* ranges from \$8000 to \$40,000; a *discounted* private consult is \$100/hr). But what is the price for this program?

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### TAB 3 – IS THIS PROGRAM FOR YOU?

We're not going to pretend we're revealing hidden secrets here. Truth is, if you're willing to view several thousands of hours of YouTube videos, and read a small library of books, you can find all the information you'll receive in this program.

But will you be able to create *context* for it – and apply all the situational experience that a consultant takes years to amass? That's another question.....

So, this program is not one that you can purchase, download, and store away for a quick browse-through when you've got an urgent question or two. Instead, this program is a day-by-day, interactive curriculum that cuts through the noise to give you the exact data you need *and guarantee your results*.

Yes, you read that right! *If you participate in the program, do the work, and use the tools and resources we provide as instructed, your results are guaranteed.*

We're serious about investing our time to help you establish a lasting, resilient legacy on your land...and so we screen our applicants and require a signed agreement to be sure that you're serious, too.

If you're looking to move past the obstacles that have been blocking you from creating your ecologically regenerative, financially sustainable, functionally resilient, and *enjoyable* property – and you're willing to commit to doing the work – *this is the program for you.*

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