

# EARNINGS AND RESULTS DISCLAIMER

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## **No Guarantees of Results or Earnings**

While we may share testimonials and examples of real-world experiences and successes, these are for illustrative purposes only and are not intended to represent or guarantee that anyone will achieve the same or similar results. The results shared on the Websites and in our programs are aspirational, not typical, may not apply to the average person, and should not be expected as a guaranteed outcome. Any success stories, testimonials, or case studies presented are individual experiences and do not reflect what every participant may achieve. We cannot and do not make any guarantees about your ability to get results or earn any money with any of our products or services, or the products and services we recommend.

## **Results May Not Be Typical / Effort Required**

Success in our programs requires effort on your part, including completing the full curriculum, showing up to all of your 1:1 coaching calls, asking questions in the group coaching calls, and actively participating in the community to learn from both your coaches and other students. Your results depend on other many factors as well, including your background, experience, effort, commitment, ability to take action, luck, and adherence to the guidance provided. Even when putting forth the effort required and active participation in our program, we cannot guarantee or imply that you will achieve the same results as others, and past performance is not indicative of future success.

## **Average Expected Outcome / Typical Results**

The most impressive testimonials represent the top 1-2% of clients. Top testimonials are real and documented, but are strictly examples and are not typical results. Exceptional results are usually attributed to top-tier work ethic, business acumen, passion, and dedication. Data self-reported to us by the lifetime 1,500 Premium Ghostwriting Academy participants indicates that approximately 50% of individuals who complete Module 6 – which includes outreach and prospecting - and follow all

instructions as directed by the program and coaches land a paying client in the \$1,000-\$10,000 range within their 16-week coaching period. Approximately 50% of our enrollees complete the sales and outreach / prospecting module. We make every effort to hold participants accountable to completing this assignment, including multiple 1:1 calls just for this module, email reminders, and personal follow-ups from the coach. If an enrollee elects to not complete this module, it is of their own choice.

Completing the full program contributes to success, but you should not equate program completion with financial success. Take-home profit margins and income vary significantly depending on many factors, including your specific clients, work ethic, ability to focus, level of motivation, natural business acumen, passion for your business, and more. Many participants do not complete the program, do not apply what they learn, or attempt to apply what they learn but nonetheless have difficulty building a business. There is absolutely zero guarantee of a specific outcome.

In terms of satisfaction, we survey students at multiple points throughout the program asking them on a scale of 1-10 how likely they are to recommend PGA to a friend. Over 1,500 students have been surveyed with 1,167 responses. Of those responses, 1029 (88%) gave us 8, 9 or 10. Just 25 (2%) gave us a 7. And just 113 (10%) gave us a 6 or less. Lastly, just 23 students (2%) have given us less than 5/10. Student satisfaction survey results available upon requests.

### **Not a Business Opportunity**

The Company's programs, products and services are not income or business opportunities pursuant to the Business Opportunity Rule § 437.1m - "advertising and general advice about business development and training shall not be considered as 'providing locations, outlets, accounts, or customers.'" The Company does not offer get-rich-quick programs, products or services, nor do we believe in overnight success. We believe in hard work, integrity, and developing your skills if you want to earn more financially.

### **No Professional Advice**

The information provided on the Websites and through the Company's programs, products and services is intended solely for educational and informational purposes. The content we offer is not intended to be a substitute for professional advice that can be provided by your accountant, lawyer, or financial advisor. We are not providing financial, legal, or accounting advice. You are encouraged to consult with your own professional advisors before making any decisions.

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