



Stressmaster Independent Associate Program



STRESSMASTER

Our Mission is to help as many people as possible throughout the world to learn how to optimize, master and reduce stress in their lives--- at home and at work. Mastering Stress is our passion.

Our motto is...

“Learn to Thrive, not just Survive, in a World of Stress.”™

STRESSMASTER is a professional training, consulting and assessment organization providing Stressmaster products to human resource departments, training and consulting professionals and wellness organizations around the world.

We offer services to EAPs, health centers, wellness groups, and individuals on a one-on-one basis. We have been providing stress management and organizational development services for over 30 years.

The cornerstone of our programs is the internationally recognized **Stress Management Questionnaire (SMQ)**. The SMQ has helped over 600,000 stressed individuals better understand their unique stress situation through self-evaluation and personal self-development. In addition, the SMQ has been used in corporate training programs to guide employees to improve their own lives through changing how one perceives and responds to stress.

Stressmaster provides corporate and organizational assessments tailored to the needs of the organization, stress management consulting and stressmastery training programs to reduce corporate stress while maintaining high levels of productivity and employee satisfaction. Much of what we do is accomplished by our Stressmaster Associates.



ABOUT THE SMQ

Assessment is like a compass,; it not only tells the way to go, it also reminds us when we're off course and need to get back on track. The SMQ is a tool that helps sets a direction for personal change and self-growth. It provides the tools to help one get there.

TWO VERSIONS OF THE SMQ - There are two versions of the SMQ. One is the traditional print or hard copy version and the other is the new Online SMQ. There are two types of administrations for the SMQ; i.e., traditional print and online via the Internet....

- SMQ Participant Form - Completed by the participant.
- SMQ Companion Form - Completed by a friend, spouse or coworker on the participant.

A VALID AND RELIABLE SELF-ASSESSMENT TOOL - The SMQ is one of the first scientifically researched and validated stress self-assessment tools in the world. It was designed by Dr. James in 1976 and validated through a grant from the National Institute of Occupation Health and Safety (NIOSH, 1980). The SMQ has been taken and used by over 600,000+ people to help improve their lives by reducing or optimizing stress. It has been integrated into stress management training programs, counseling, and wellness centers around the world.

INFORMATIVE AND EDUCATIONAL FOR PARTICIPANTS - The SMQ is more than a personal self-assessment tool. It is also a wealth of information, ideas and research-based strategies that helps one learn how to master stress. Each assessment comes with the Stressmastery Guide. The Guide provides comprehensive information about each of the 11 SMQ scales in terms of What to Know and What to Do about high stress scores.

SELF-SCORING AND INTERPRETING - The SMQ can be taken individually or as part of a stress management group. Its effectiveness is increased when integrated into a stress management program or used by a trained professional. The SMQ takes only 15 - 20 minutes to complete, score and profile.



INDEPENDENT ASSOCIATE PROGRAM

The Stressmaster Independent Associates program offers independent consultants and trainers proven effective stress management (mastery) tools and techniques for designing and delivering highly effective stress management programs, workshops and seminars.

Stressmaster Associates purchase our Stressmaster products such as the Stress Management Questionnaire (SMQ) and services at a discount. This enables the Associate to benefit both programmatically as well as financially.

We work with Stressmaster Associates to achieve a mutually shared mission of providing corporations, non-profit organizations, hospitals, clinics, governmental agencies, wellness centers and mental health professionals with contemporary stress management training and programs.

REQUIREMENTS

We have a few but important requirements. As a Stressmaster Associate, you must...

1. Have Background or experience in training, counseling, coaching and/or consulting.
2. Share our vision to reduce stress at home, work and around the world.
3. Desire to help people master stress at home and work and to help them improve the quality of their lives.
4. Help people learn new and more effective ways to mitigate stress in their lives using, in part, our Stressmastery tools and programs.
5. Offer professional and dedicated solutions to stress prevention, stressmastery and stress resilience whenever possible
6. Utilize the Stress Management Questionnaire (SMQ) with corporate or organizational clients, when appropriate, to help improve the quality of work life.
7. Agree to be an Independent Associate.



BENEFITS OF BECOMING AN ASSOCIATE

Tap Into Our Experience

With over 30 years of experience in the design, development and implementation of stress management programs for small to large companies and organizations, we can offer you guidance in building and expanding your professional business or practice. Whether it is conceptualizing a new program, designing materials to be used in your stressmastery program or discovering best ways to uncover potential new clients, no doubt we have done it before; we can help you succeed. Most assistance is at no cost to our Associates. However, If you need more extensive work, such as designing a website, creating new presentation materials, developing a complete marketing and advertising plan, we do charge a nominal fee based upon the area, timing and need.

Stressmastery Training Materials

We provide each Associate with the current version of our comprehensive Facilitators Manual (135 pp). This manual is the result of years of experience providing companies with a variety of stress management training programs. The manual will guides both experienced and new stress management professionals in the design, creation and delivery of high quality stress management programs. The Facilitators Manual is a necessity for implementing the SMQ™ effectively in your programs.

Training & Consultation

Each associate is provided with at least one hour of consulting on how to integrate the SMQ into their programs. Periodically, STRESSMASTER conducts **Train-the-Trainer** programs for Associates and others organizations. Participating Associates are given a discount to attend. Associates who refer a new client to us for our training programs will receive a referral fee based upon the number of participants and cost. If you would like to participate in a Train-the-Trainer Program or organize one in your area, please contact us to discuss.



Flyers and Brochures

We assist Associates in marketing STRESSMASTER Seminar and Training Programs through professional marketing flyers and brochures. A standard flyer can be quickly tailored by an Associate to send to their clients. A fee is required for this service.

Tailored Marketing Materials

STRESSMASTER has extensive marketing and sales experience and can design and develop tailored brochures or flyers for your use. Through Emerging Media, Inc., our marketing and advertising company, we will help Associates improve their image or design a total corporate identity package if requested. Each job is priced according to the specifications and requirements of the Associate.

Custom Website

We offer a custom website design and hosting program. With over 10 years experience, we can help you create a truly effective website. Packages start at \$795 with a 1 year hosting agreement.



STRESSMASTER DISTRIBUTOR PROGRAM

The Stressmaster Distributor Program is new and was created for a company or organizations desiring to take a lead role in providing Stressmastery services and products to a specific country, state or region. The Stressmaster Distributor program allows a company to be the conduit or reseller of Stressmaster products and services within a given region. Stressmaster Distributors may have other Associates under their license.

As such, a company or organization desiring to become a Master Distributor must commit to a higher level of sales volume, have a marketing plan and is experienced in training and consulting.

For more details, please contact us if interested in this program.

INDEPENDENT ASSOCIATE PROGRAM

All Associates are Independent and do not represent Stressmaster or The Assessment Centre. To become an Independent Stressmaster Associate, each person or organization must complete the Stressmaster Associate Application Form at the end of this document and pay an Annual License Fee of **\$599 US**.

Each new Associate receives the Stressmaster Facilitators Kit and will be able to purchase product at Associate Prices

- [1 Stressmaster Facilitator's Manual via PDF Download](#)
- [100 On-Line \(Internet Version\) SMQs](#)
- [PowerPoint Presentation for Use in Training](#)
- [2 Hours of Programmatic and Technical Consultation via Phone](#)

In order to assist each Stressmaster Associate to use and integrate the SMQ into their own program, clinic or corporate training, each Associate should become familiar with the SMQ and our recommendations for conducting a stressmastery program. Our Kit is designed to help each Associate understand how to use the SMQ to deliver a quality stressmastery program for his or her clients.



The Stressmaster Facilitators Manual & PowerPoint

The Facilitators Manual provides a "road map" for both trainers and facilitators to be able to design and conduct effective stress management programs using the SMQ.

With years of experience designing and delivering stress management programs, the Facilitators Manual provides valuable stress management program guidelines, tips, and exercises, plus a detailed description of how to use the **SMQ™** as part of a stress management program.

Another part of the **Facilitators Manual** is a Stressmaster PowerPoint presentation that can be used as part of virtually any presentation. The PowerPoint can be used in total or in sections as the need arises. Stressmaster is always available for assistance by phone or the Internet to help you use the SMQ as effectively as possible.



ASSOCIATE DISCOUNT SCHEDULE

Associate may purchase the **Online SMQ** at a discount. The On-line Version is ideal for large group training or when you have a company or organization that has a large number of employees that will be participating in a stress management program over time.

Rates and Costs. Associates may charge your client at a rate that allows you to earn additional income. We sell to Associates at a discount and allow the Associate to mark up as needed. We have set the Retail Price at \$12.95 for one Online SMQ; however, Associates are free to charge whatever is appropriate. Associates may add additional services such as customized reports for each group as well as aggregate for the entire company or organizations.

DISCOUNT PRICING FOR SMQ ONLINE VERSION (EXAMPLE ONLY)

QTY ORDERED	ASSOCIATE EACH	TOTAL COST	RETAIL COST*	MARGIN PROFIT**
25	\$7.00	\$175.00	\$298.75	\$123.75
50	\$6.50	\$325.00	\$525.00	\$247.50
100	\$6.00	\$600.00	\$1,095.00	\$495.00
250	\$5.50	\$1,375.00	\$2,612.50	\$1,237.50
500	\$5.00	\$2,500.00	\$4,975.00	\$2,475.00
750	\$4.75	\$4,750.00	\$7,275.00	\$3,712.50
1000	\$4.50	\$4,500.00	\$9,450.00	\$4,959.00

Minimum order. The minimum order is 25 Online SMQs. Call for quote.

* Retail Prices is suggested.

** Profit Margins area not guaranteed. Each Associate may set his or her pricing.



Access Codes. For the Online SMQ, each Associate will be provided with a unique Domain Address (url) for the Online Assessment, along with Access Codes. Each order comes with a unique set of Access Codes for each person taking the assessment. Access Codes are controlled and distributed by Associate to client or end users. Access Codes should be kept safe and secure as they can be used by anyone.

Reports. Specialized Reports maybe ordered for individuals, groups and/or for the total company or organizations. Price for reports will vary based upon the complexity of the report requested and whether or not graphing of data is needed. Call for quotes. Allow 1 week to receive reports after request has been made.

Print Versions. In addition to the Online SMQ, printed versions of the SMQ may also be ordered. We print-on-demand the number of SMQs ordered so allow two weeks for delivery.

Customizing . Both the Print and Online versions of the SMQ can be customized with your Company or Business Logo and Name on the SMQ. If a client or company wants to co-brand with company name and logo, contact us for a price quote. Price will vary depending on quantity ordered and the extensiveness of the art work and graphic design.



STRESSMASTER SALES POLICIES

Applicability

The Sales Policies apply to purchases of STRESSMASTER products by Associates. We reserve the right to change Sales Policies and item prices at any time.

Ordering Products

An order form is available and should be used for all orders. For established companies, a Purchase Order will be accepted. To qualify, contact us prior to submitting a PO. Unless prior arrangements have been made, all orders must be prepaid in US funds.

On-Line SMQ

When a purchase is made, the Associate is sent by e-mail the URL link to the assessment, the number of Assessment Codes purchased for use and instructions. Each assessment requires a User Id and Unique Password. When an assessment is to be made, the Associate sends the person who will be taking the On-Line SMQ a unique User Id and Password. It is up to the Associate to protect this information as there is no refund for lost or unused assessment codes.

Shipping, Handling & Insurance

All shipments are F.O.B. Phoenix, Arizona, USA. Shipping, handling, and insurance charges are in addition.

Return Materials Authorization

All print materials come with a 30-day money back guarantee and are subject to a 15% restocking fee plus shipping. For refund, returned materials must be in original condition.



ASSOCIATE APPLICATION

Please print out, complete and fax the following to Stressmaster:

NAME: _____

COMPANY : _____

PHONE _____ FAX: _____

ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____

ZIP CODE: _____ COUNTRY: _____

E-MAIL: _____ WWW: _____

Please answer the following:

1. Describe the nature of your business (you may submit a company brochure or description in lieu of, or in addition to, completing this section):

2. Are you an independent consultant, clinician, trainer, or other professional interested in using and/or _____ marketing STRESSMASTER products and services?

Yes No



3. Are you currently employed as an in-house trainer, HRD, or other professional with a non-training or consulting business?

Yes No Part-time (describe)

4. Are you experienced in any of the following? Please check all that apply:

Stress Management Time Management
 Communication Management Development
 Team Building HRD Consulting
 Train-the-Trainer Programs _____ Other

5. What are your goals in becoming a STRESSMASTER Associate?

To design and deliver an effective stress management program.
 To market and resell STRESSMASTER products.
 To resell STRESSMASTER services such as STRESSMASTER Seminars.
 To become a contract Trainer for STRESSMASTER
 To improve my marketing and sales skills.
 To expand my income base.
 To become a consultant resource for STRESSMASTER
 To assist in delivering a STRESSMASTER Train-the-Trainer program

6. Indicate any special skills, talents or abilities which you would like to share with us. The more we know about your abilities and interests, the better we are able to assist you to meet your goals. Please use a separate sheet of paper, provide a resume, or enclose a corporate brochure.

7. The Stressmaster Associate application fee of **\$399 US** includes the following materials:



1 Year Membership as a Stressmaster Associate
100 Online SMQ Administrations
1 Facilitator Manual Via PDF download
1 Copy of Stressmaster PowerPoint
2 Hour Consultations

PAYMENT OPTIONS FOR US COMPANIES

My check is enclosed (Please Make Out to: Stressmaster)

Credit Card (circle one): Visa MC American Express Discover

Card Number: (Print Clearly) _____

Exp. Date: _____

Name On Credit Card: _____

Credit Card Address: _____

City: _____ State/Province _____

Zip code: _____ Country: _____

Phone #: _____

Signature: _____ Date: _____

Please return the completed form to address below or fax to: 602-952-8693
James Petersen, Ph.D
Stressmaster
3219 E. Camelback Road #140
Phoenix, AZ 85018
480-444-6301

NON-USA COMPANIES - PAYMENT BY WIRE TRANSFER

Company Name: Emerging Media, Inc/Stressmaster

Bank: Wells Fargo, NA

Bank Address: Thomas Road & 44th St.

Bank Code (SWIF) #: WFBIUS6S

Bank Routing#: 121000248

Checking Account #: 7426781675

**Fax Completed Application to
Attention: Dr. James Petersen
602-952-8693**