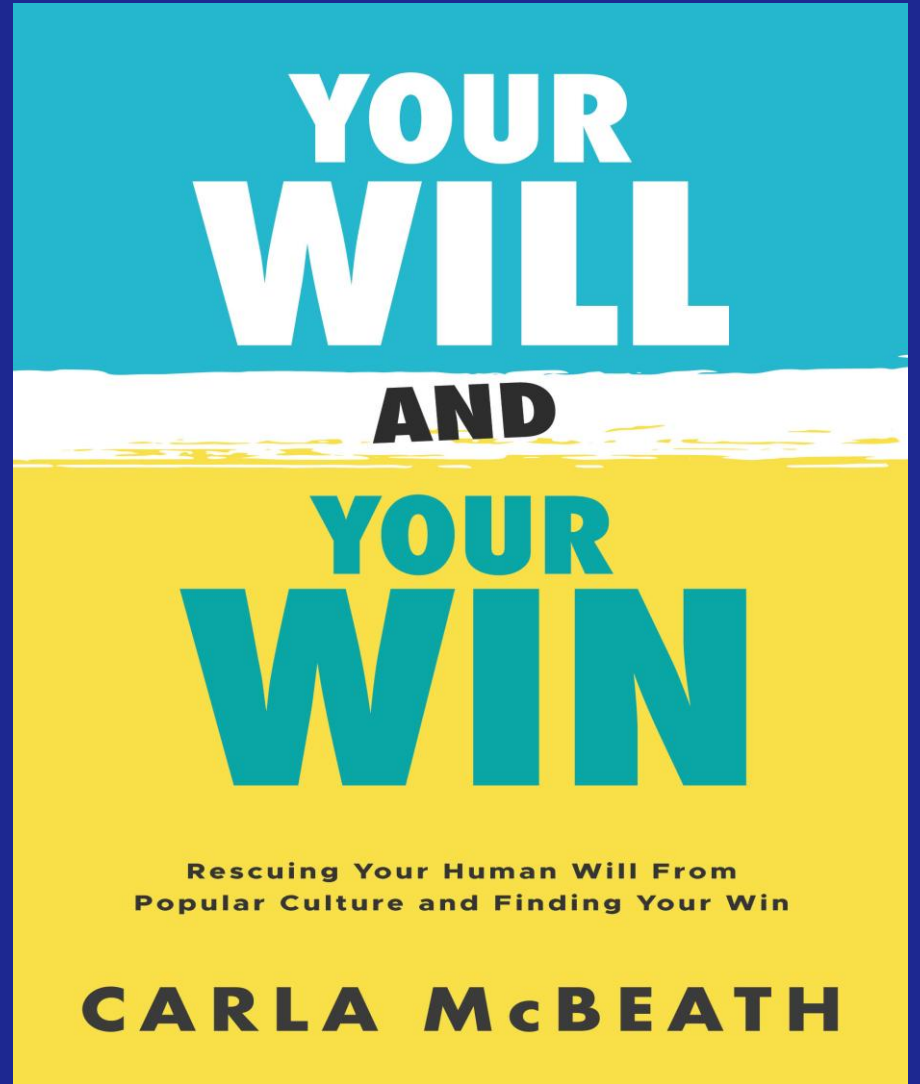


# Vertigo Interactive LLC Publishing

Unlocking the Power of Human Potential

## Introducing Our Flagship Product



BUSINESS 934.216.3509

EMAIL ADDRESS [support@vertigoint.com](mailto:support@vertigoint.com)

## Why This Book Matters:

- 1.2 Billion people want real answers about their health, wealth and well-being.
- Increasingly aware consumers are hungry for more self-help content.
- 58% of adults have already purchased a personal development book, course or coaching program.
- The personal development segment of the self-help market is growing.

## The Solution:

The book *Your Will and Your Win* provides value

- A revolutionary framework for using the Human Will.
- Train the mind like a muscle, to see hidden values embedded in information available everywhere, including online.
- Understand what habit suffocates joy and stop doing it.
- Break free from manipulative content, even in the alternative media.
- Step by step, take back control, identify your best life and live it!

# Market Opportunity

## Multi-Billion Dollar Self-Help Industry

U.S: Worth USD \$16 Billion in 2023, predicted to grow to around USD \$27 Billion by 2032.

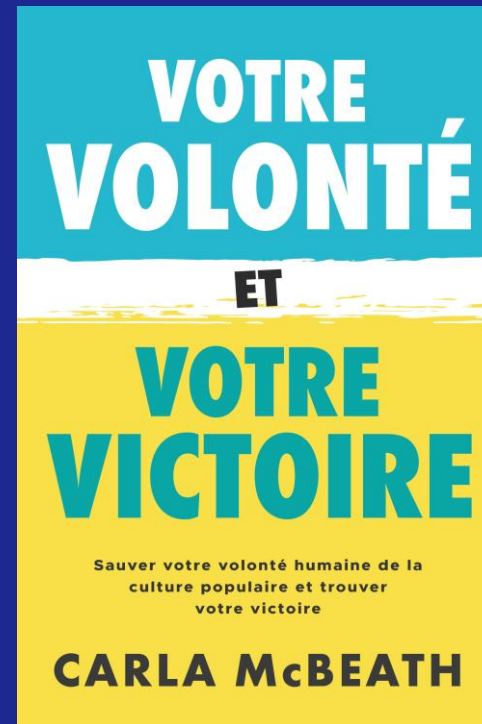
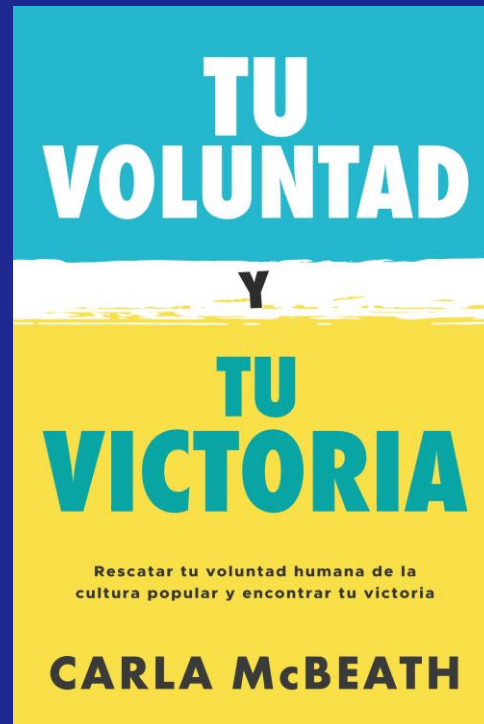
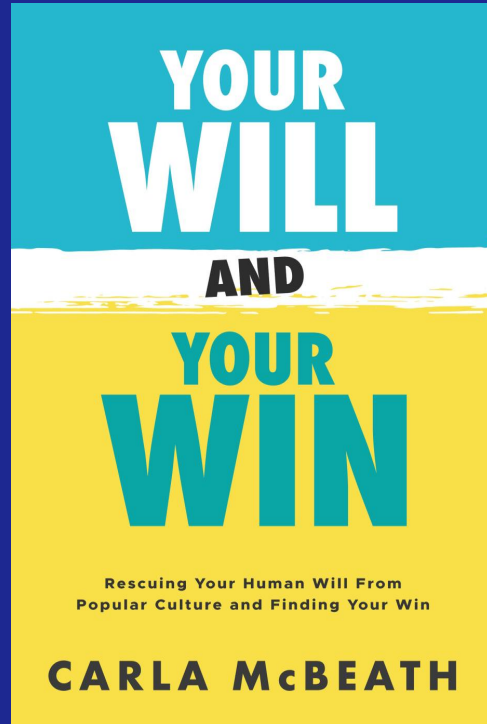
Growth: CAGR 6% 2025 - 2032

The category of personal development is expected to dominate the market from 2025 – 2032.

Global: The personal development segment alone worth USD \$53.24 Billion 2025 – forecast to hit around USD \$86.54 Billion by 2034.

<https://zionmarketresearch.com>; <https://marketdataforecast.com>

# Global Distribution



**Book to be Available in 100+ Countries \* Multiple Languages**

# **Business Model More Than a Book**

## **Multiple Revenue Streams:**

- **Book Sales, Audio Books, Digital Books – U.S. and Global Market**
- **Courses, Workshops**
- **Paid Memberships**
- **Motivational and Personal Development Products**
- **Corporate Programs and Branded Content**

## CARLA McBEATH– Published Author & Co-Founder

- A lifelong writer, with published works in **legal journals, magazines, and marketing content**.
- Author of “*How to Find and Love Your Small Space*” (first book available on AMAZON), tackling **affordable living with creative solutions**.
- As **co-founder**, she leads innovative content development in the **personal development segment of the self-help genre**, expanding into books, courses, and apps.

## **Competitive Advantage – What Makes *Your Will and Your Win* Different**

- **A journey to achieve individual human potential (unlike motivational books with outcome-focused formulas).**
- **Researched, with cited sources, based on science and popular culture, using psychology and critical thinking.**
- **Teaches steps to learn to analyze popular media and defend against its hidden “conform, consume and compete” messages.**



## BUDGET

\$200,000

### Projected Use of Funds:

- **Production:** Translations, Books and Courses in development, Audio Books
- **Major TV Advertising Consultant:** Cheryl Hunter, for U.S. television appearances, such as The Today Show, GMA, etc. Celebrity endorsements.
- **Advertising and Digital Marketing:** Programmatic Ads (Peacock, Hulu, Tubi, CTV, etc.), digital marketing campaigns, Facebook, YouTube and Instagram paid ads.

## **Investor Benefits**

### **Why Invest?**

- High ROI potential with multiple revenue stream expansion.
- Access to a growing category of a growing market with proven demand.
- Opportunities for licensing, royalties and international distribution.
- Scalable into a multi million-dollar global brand with multiple media products.
- Author has more books and a course scheduled to launch early 2026.

# YOUR WILL AND

# YOUR WIN

Unleashing Your Human Will From  
Culture and Finding Your Win

McBEATH

WHAT ARE THE INFLUENCES ALL AROUND  
THAT STOP YOU FROM THINKING AND  
DOING WHAT YOU WANT?  
WHAT POWERFUL FORCE DO YOU HAVE AT  
AND HOW CAN YOU USE IT?

DISCOVER THE TRUTH ABOUT:

- WORK
- OUR CULTURE
- OURSELVES
- BUSINESS NETWORKS
- MONEY



**CARLA McBEATH**

Is the author of How to Find and Love Your Small Space,  
Outfit Your Small Gourmet Kitchen, Furnish Your  
Amazing Space with Wellness Calendars and Share All  
Your Stuff (Small Space Life Publishing, 2023)

VERTIGO  
INTERACTIVE

ISBN 978



# **Join Us in Bringing this Book to Millions**

## **Secure Your Investment in a High Growth Opportunity**

### **Let's discuss next steps.**

**Business phone no. 934.216.3509**

**Email: [support@vertigoint.com](mailto:support@vertigoint.com)**