

From: jonathan@beerjudgeeducation.com
To: wm_downs@msn.com
Subject: New Beer Judge Exam Study Program
Date: Fri, 24 Jun 2011 17:30:28 -0600



Dear Mesa Verde Mashers,

We are sending you this email, as we recently formed a craft beer online school to assist fellow homebrew and craft beer enthusiasts in studying for the BJCP exam or just wanting to learn more about craft beer styles and homebrewing.

We would greatly appreciate it if you would pass on our contact information/website to your homebrew club members and anyone or someone you may know who might be interested in a program such as ours.

Since our program is intended as a live online/telephone class with a facilitator, we can offer classes anywhere in the world that has an internet connection and a phone line. The basic online course is twelve 2 hour weekly sessions. Our introductory rate for classes starting in August is 50% off our regular price or only \$125.00 if you sign up before July 15th. We have a 100% guarantee passing rate with the ability to take the course over again at no additional cost if a student does not get a passing grade. We also offer a money back guarantee for a full refund if a participant cancels before the start of the third class.

A number of **homebrew clubs** have asked about a bulk rate for their members who are studying for the BJCP exam. So, we have put together a special club promotion that works as follows:

- 1) Clubs can sign up for a bulk rate of \$2,000.00. For this, they get ten slots in the class. This represents a 20% discount (\$500) off our standard rate.
- 2) Here's the good part - clubs can have *multiple members* in each slot. So, if two guys got together at one of their houses, they can *both* participate (normally, this would not be permitted). With ten slots (two people each), 20 club members could participate in the program at once. But two is not the limit per slot - *as many people as want to* can be on at each location. Maybe there are two people at one location, five at another, seven at a third location, etc. - up to ten locations.
- 3) If the club wants to run a big session at one location - with a projector and conference phone - they could do that. And there would still be nine more slots open for people to join in remotely.
- 4) From a cost standpoint, this reduces the cost per participant significantly. Ten individuals can get the series for \$200 each - a savings of \$50 apiece. But with doubling-up, the price drops even more. If, say, 35 members

participate, the price drops to just over \$57 each - for a 12-week webinar series! You can do the math for your club.

5) Groups of people realize another benefit in that they can share beer samples during each week's tastings, further reducing costs. They can also share the off-flavor beers. Study groups can become a weekly event that could be more fun than participating alone.

6) For logistics reasons, all of the ten slots have to be in the same class, but that's what clubs told us they wanted anyway.

That's the club promotion. We don't know if we can offer it indefinitely, but for now, we're offering it to all AHA-registered homebrew clubs. It's a great opportunity for your club to have fun, save money and take your BJCP study groups to a whole new level.

Please visit our web site at **www.beerjudgeeducation.com** and our Facebook site called **Better Beer Scores** for more information. I am also including a copy of our introductory rate flyer.

If you have any questions or would like further information, please do not hesitate to email me back.

Cheers and thanks for your interest and assistance.

Jonathan Aronson

Founder, Facilitator, Beer Judge, and all around Craft Beer Enthusiast.

P.S. Our school is not endorsed or part of the BJCP but the facilitators and founders are BJCP certified beer judge members and professional coaches/educators.

Do you want to **PASS**
or **IMPROVE YOUR SCORE**
on the **BJCP Exam?**

You need



Better Beer Scores is a 12-week series of live, interactive, two-hour webinars, taught by professional trainers and BJCP Certified judges, designed to assist participants in studying for, and ultimately passing, the Beer Judge Certification Program (BJCP) Exam.

To sign up or for more info, go to beerjudgeeducation.com

