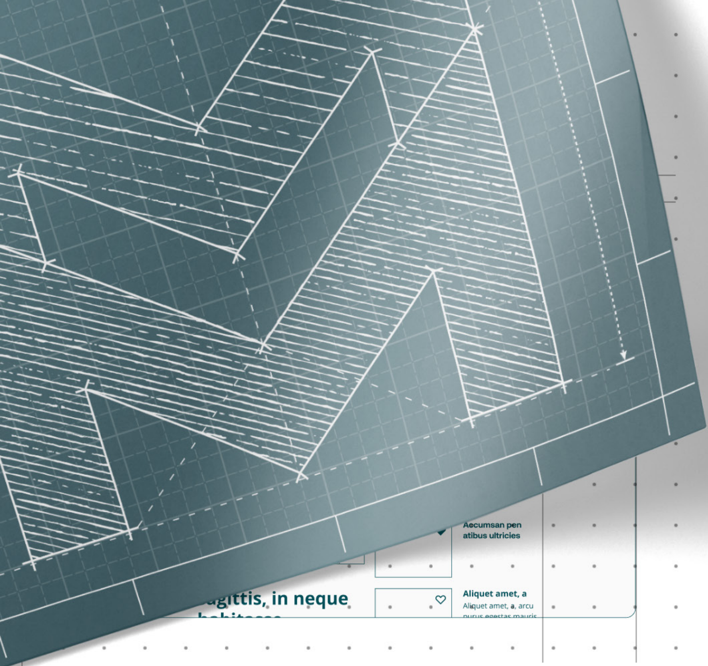

Resource Guide

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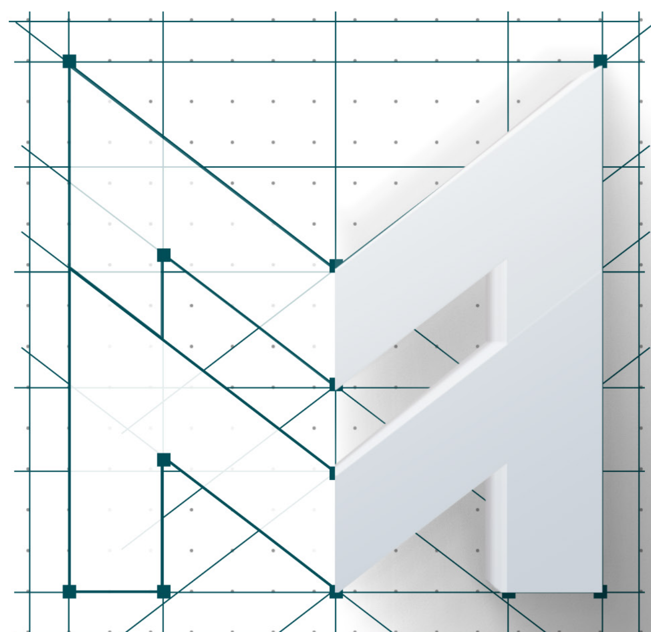
mastermind.com

OUR ETHOS
WHERE YOUR KNOWLEDGE MULTIPLIES

SERIES
001



Mastermind
Business
System 1.0

Table of Contents

Welcome to the Mastermind Business Blueprint Program

The entire Mastermind team is so excited to welcome you to our most complete, immersive, and innovative program ever. Congratulations on taking this step forward to MORE: more purpose, financial freedom, and more choice.

The Mastermind Business System (MBS) is a culmination of our combined 70+ years in business and self-education. When putting together this program, we started from Ground Zero, giving you exactly what you need to build and scale your knowledge-based business — fast. MBS pulls together world-class education, advanced AI, and cutting-edge technology to accelerate your journey from idea to thriving business. Whether your goal is to create a mastermind group, launch a coaching program, or develop an online course, MBS gives you everything you need to achieve success faster than ever before.

We can’t wait to see what’s next for you as you turn your knowledge, skills, passions, and experiences into impact, income, and fulfillment.

// Mastermind Business System

Assets

// Personalized Assessment & Roadmap

Imagine having a clear, personalized roadmap tailored just for you. With our proprietary assessment, you'll know exactly what steps to take and when to take them, ensuring you move forward with confidence.

Click to Log In and Take the Assessment >

// MBS Curriculum

The MBS program is delivered inside the Mastermind.com platform. This is your all-in-one place to access everything... The MBS video curriculum, tutorials, and more.

Click to Log In >

// Mastermind Business Hub

With the Mastermind Business Hub, all your business-building tools are in one place. Our intuitive plug-and-play features make it a breeze to customize your business pages, emails, and more, so you can implement your ideas quickly and efficiently.

Click to Log In and Access the Mastermind Business Hub >

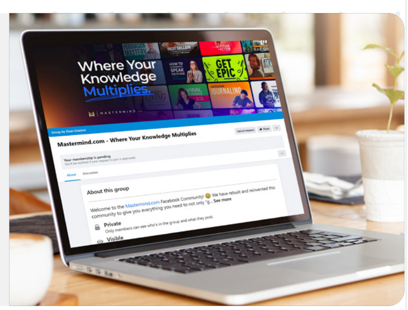
// GG Hot Seats

On your journey through MBS, you'll have the opportunity to have a "hot seat" with your business guide, GG. You'll know a lesson includes this option by the special icon on the video that says "Click below for your Hot Seat with GG."

// Facebook Group

By joining MBS, you now have access to a private Facebook group. This is your new home for unmatched inspiration, accountability, and weekly training from Dean and special guests!

Click to Log to Visit Group >



// Your Mastermind Business System

Schedule

June

// Kick Off and Welcome
With Dean Graziosi

FRIDAY | JUNE 21
10 AM PT / 1 PM ET
Replay Available

// Monday Power
With Dean and Mastermind Team

MONDAY | June 24
10 AM PT / 1 PM ET
Replay Available

July

// Monday Power
With Dean and Mastermind Team

MONDAY | July 8
10 AM PT / 1 PM ET
Replay Available

MONDAY | July 15
10 AM PT / 1 PM ET
Replay Available

MONDAY | July 22
10 AM PT / 1 PM ET
Replay Available

About This Resource Guide

This resource guide includes important information, checklists, templates, and more that will make your MBS experience even easier. Use it to take notes and for reminders of important concepts.

It is divided into modules and lessons to align with the MBS video lessons. As you watch the video lessons, you may find it helpful to have the workbook open next to you to take notes and follow along.

MASTERMIND WORLD SUMMIT

CLAIM YOUR **VIP WORLD SUMMIT TICKET**

As a member of the Mastermind Business System, you have a VIP ticket to the 2024 Mastermind World Summit August 2nd - 4th.

Reserve Your Spot Now ›

You do not want to miss these 3 immersive days where you will leave not with another **“to do list”** but instead with a **“done list.”**

Mastermind World Summit
3-Day Live Only Experience
Friday, Aug. 2 through Sun., Aug. 4
NO REPLAYS

No one does events like Tony Robbins & Dean Graziosi. Don’t miss this.
**You must RSVP to reserve your free seat and so we can send you out your event materials.*

Your Irresistible Product Framework

As a reminder, here are the seven questions to determine your Irresistible Product Framework:

1. Who is my ideal client? Narrow this down! The smaller you get, the more empowered and confident you'll feel. *(Hint: Often, it's the person you were a few years or months ago.)*
2. What results have you had or have you helped others to achieve?
3. What is the ultimate goal or outcome of your product? *(Hint: This is the big promise your irresistible offer will help your ideal client to achieve.)*
4. What are six different things your ideal client can do to achieve the goal or outcome?
5. What format do you think you could deliver this in — a coaching program, mastermind, or course?
6. What will you call the product?
7. What will you charge for this program?

Note: Your irresistible product will evolve as you move through the MBS program. Don't get stuck on perfection. Create, act, refine, and keep going!

A key outcome from this lesson is drafting your six teaching topics for your program. Make note of your teaching topics here. You'll refer back to them in the future:

// 01	Adults struggling with phone and video game addiction
// 02	Able to reduce screen time to less than 2 hours per day
// 03	Regulated relationship with your phone
// 04	
// 05	Course and Coaching Program
// 06	Course: $10 Coaching Program: $100/M

The Passionate Reporter Method

The Reporter Method is a powerful framework for creating anything – your mastermind, coaching program, or course. It's especially useful when you want to gain knowledge, understanding, and insights from experts. Remember, you can become an expert by learning from experts (this is the exact method Tony has used to write and create many of his best-selling books!)

Don't get overwhelmed. Remember, GG will help you, so use her to find the experts, write and edit emails, and generate questions to ask in interviews.

Use this form to record your experts' contact information as you research.

Note: GG won't give you direct contact information, so you'll need to google them. While you're googling, this is a great time to make sure they are good fits for your purposes.

//Name	//Website	//Email	//Phone

// Bonus Tips for Landing an Interview

If you're not getting responses from your interview requests try these tactics:

- Review your email. Is it too long? Too formal? Does it need more personalization?
- Narrow the expert list. Don't go after big names or New York Times best-selling authors. Try local experts in your city or state.
- Try calling instead of emailing.
- Ask for referrals.
- Post on social media and let people know you're looking to interview experts.
- Go to LinkedIn, get connected (if you can), then directly message the expert.
- Finally, persist...persist...persist!

// Crafting Killer Interview Questions

Use this space to brainstorm questions to ask your experts. Start with 15 and then narrow it down to the top seven or eight.

// 01	
// 02	
// 03	
// 04	
// 05	
// 06	
// 07	
// 08	
// 09	
// 10	
// 11	
// 12	
// 13	
// 14	
// 15	

// Email Strategies for Handling Interview Responses

// 01. If someone says, “no,” simply thank them and move on. When someone says “yes,” then follow up with a thank you email, sharing key interview details. You’ll also want to send a separate calendar invite with the date/time/Zoom link included.

// 02. People are busy, so 24 to 48 hours before the interview, you’ll want to send an email reminder to your interviewees.

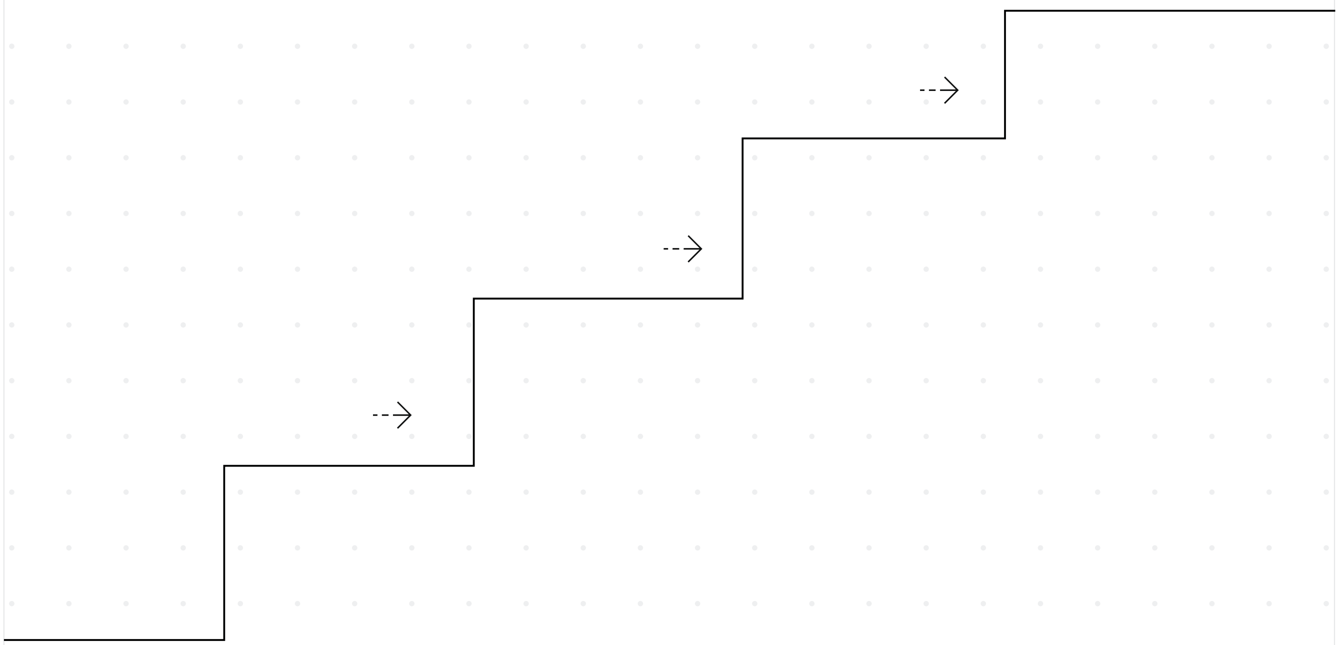
// 03. Once the interview is complete, follow-up with a thank you email within 24 hours.

// Interpreting Your Results

Once you have conducted and transcribed your interviews, GG can help you make sense of all the results. Once you've fed all your interview transcripts into GG and asked for commonalities, insights, and unique discoveries, record your findings here:

Your Value Ladder

Pretend you've launched your first product – your course, coaching, or mastermind program – and people loved it! What's next? Fill in the blank value ladder, starting with your first offer and moving through the sequence that makes the most sense to you today.



Note: Remember, it might take you a while to complete your value ladder. You may also change how you move through it. That's okay! Don't get overwhelmed. You're future pacing, envisioning what's possible.

Story, Teach, Tool

In this lesson, you learned how to use a story from your life to inspire and prepare your ideal audience, how to teach an important lesson or concept, and then how to give them a tool to make the lesson stick.

Example: Rebecca is a healthy cooking coach who teaches busy professionals how to make affordable, nutritious, and easy meals for themselves and their families without spending hours in the kitchen.

// STORY: Rebecca shares how she went from feeling stressed and guilty about her food choices to empowered and confident in the kitchen.

// TEACH: Rebecca's six teaching points are:	
1. Mindful eating practices	4. Batch cooking and meal prep
2. How to overcome body confidence issues	5. 8 budget-friendly and nutritious shopping tips
3. Healthy substitutions (that taste delicious too!)	6. Meal planning strategies for 1 week

// TOOL: Rebecca created a healthy cooking checklist that her ideal audience uses to evaluate their lifestyles and identify the areas to prioritize for improvement.

Your turn! Use the worksheet below to brainstorm stories that relate to your Solution Statement, and stories and tools that will help you teach.

Fill in your Solution Statement:

I'm a Digital Wellness Coach who helps Adults
to overcome phone and gaming addiction with/without going cold turkey.

// 01 **What are some stories from your life connected to the outcome your ideal client will achieve?**
(Hint: Find scenes from your life, not your entire life story.)

When I found something more compelling and exciting to do than play on my phone.
I looked forward to when the timer ran out on my social media apps so that I could then take the time to learn how to code and that was super fun!

// 02 **What are your six teaching points connected to your stories that your ideal client must learn to achieve the outcome?**
(Hint: You already created these when you designed your Irresistible Product Framework!)

// 01	Mindful Consumption of Digital Content
// 02	Understanding Emotional Triggers and Awareness
// 03	Implementing and Respecting Screen Time Limits
// 04	Explore and Engage in Creative Hobbies
// 05	Nervous System Regulation
// 06	Sleep, Meditation, and Habits

// 03 **You might tell one story that hits all your teaching points. Most often, though, you will tell micro stories for each lesson. List any micro stories you can think of for each point. We've added an example for Rebecca, our healthy cooking coach.**

// Teaching Point		// Story
e.g., Mindful eating practices		*e.g., Story about when our family started eating more slowly, and how the 5-year-old said she loved mealtime now because "the food tastes better when we take more time."*
// 01	Mindful Consumption of Digital Content	Story about how when I was an addicted gamer I always had content on my feed that caused me to be horny
// 02	Understanding Emotional Triggers and Awareness	Story about how a ding always disconnected me from my mom
// 03	Implementing and Respecting Screen Time Limits	Story about how when I had something else to do that was fun - I got excited about my time ending
// 04	Explore and Engage in Creative Hobbies	I learned to Swing Dance and met new people
// 05	Nervous System Regulation	Strained relationship with my mom but we got on a call to do nervous system regulation
// 06	Sleep, Meditation, and Habits	Waking up and doing a meditation can set you up for the day

// 04 **For each lesson, how would you actually teach it to your ideal audience? List the actions, mindset shifts, or behavior/habit changes they need to take.**

// Teaching Point		// Desired Change
	e.g., Mindful eating practices	*e.g., How to eat more slowly, pay attention to hunger and fullness cues, practice portion controls, or plan meals.*
// 01	Mindful Consumption of Digital Content	Everytime you see content that drains you - block, mute,or "not interested" it
// 02	Understanding Emotional Triggers and Awareness	Making sure that you're putting your phone on mute, or do not disturb often
// 03	Implementing and Respecting Screen Time Limits	Downloading apps that add friction to you going on social media - and system app limitations
// 04	Explore and Engage in Creative Hobbies	Pick one new hobby that you haven't tried that you'll do when you run out of screen time
// 05	Nervous System Regulation	When you get home from the gym or work, take 15 mins to do this excercise
// 06	Sleep, Meditation, and Habits	Do not immediately pick up your phone upon waking up - meditate or do another acitivity that doesn't requires the phone

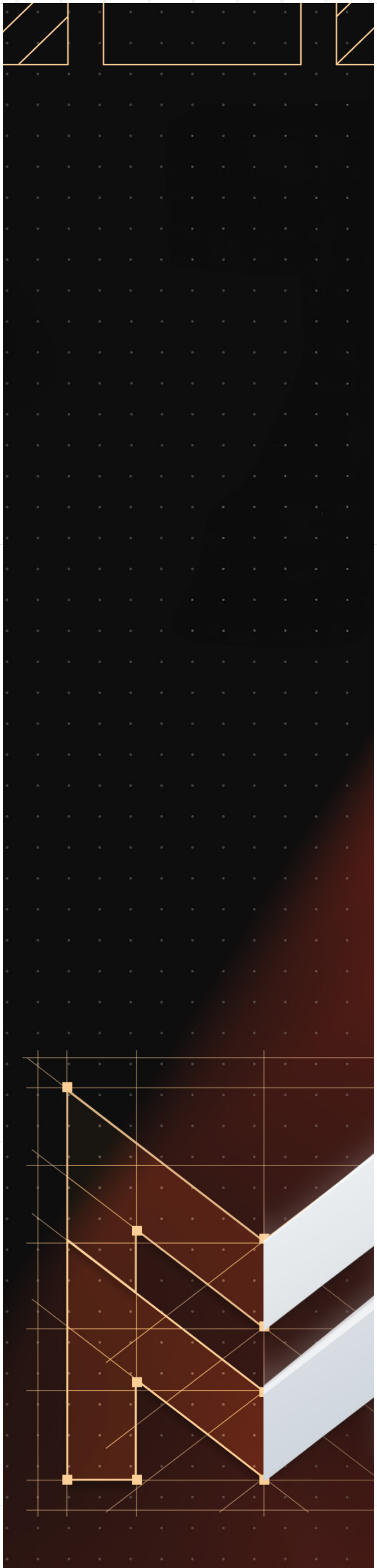
// 05 **What is one tool or exercise your ideal audience can use to make the teaching points stick?**
(Hint: A tool can be a checklist, quiz, reflection, or exercise.)

// Teaching Point		// Tool
	e.g., Mindful eating practices	*e.g., A food journal to track what they eat, when they eat, and how they feel before and after eating.*
// 01	Mindful Consumption of Digital Content	A video that guides the user to audit their social media feed for negative influence
// 02	Understanding Emotional Triggers and Awareness	Putting your phone on Do Not Disturb
// 03	Implementing and Respecting Screen Time Limits	Utilizing App Timer Tools on Your Phone
// 04	Explore and Engage in Creative Hobbies	Asking ChatGPT or Asking friends what they do on their free time
// 05	Nervous System Regulation	Putting your legs on the wall at a 75 degree angle
// 06	Sleep, Meditation, and Habits	Making sure to not scroll, check notifications, or check emails first thing in the morning

Note: Take your time and go deep! It's okay to spend a couple of hours or even days completing this. Remember, you'll keep refining this too.

Mastermind Business System 1.0

Building Your Profitable Course



Welcome to the Wonderful World of Course Creation

Congratulations on choosing to become a course creator! This is one of the best places to start and continue scaling your business.

Here's what you'll need to create your course:

1. Your Solution Statement. You completed this during the 7-Step Jumpstart. If you haven't created it yet, pause now and go complete that before proceeding.

2. Your irresistible product framework and the six teaching points you identified. If you haven't completed the "Designing Your Irresistible Product Framework" lesson, pause now and go complete it.

Remember, if at any point you get stuck or have questions, contact us at support@mastermind.com.

Let's go create your course.

// Lesson 01

The ABCs of Planning Your Course

As you work through your course, remember these questions:

// 01 **What do you want your students to think, do, feel, or believe as a result of taking your course?** *(Hint: You will filter everything from what stories to choose, to the teaching points, and tools through this answer.)*

Example: Joy is a course creator who helps women to revamp their wardrobes to create a fashion forward look on a budget. As a result, she wants her students to know how to put together a month's worth of outfits.

Example: Diego is a course creator who helps busy professionals brew amazing coffee at home at a cost less than they'd pay at Starbucks. As a result of taking his course, Diego wants his students to know what beans and equipment to buy and how to brew an excellent cup of coffee.

// 02 **What are your six things your students need to know to achieve the outcome you identified?** *(Hint:These should be the six teaching points you identified from the irresistible offer framework.)*

Example: Joy, who helps women revamp their wardrobes, has the following teaching points:

1. Wardrobe assessment
2. Shopping strategies
3. Mix and match techniques
4. Fashion fixes
5. Creating a capsule wardrobe
6. Accessorizing

Example: Diego, who helps busy professionals brew an amazing cup of coffee at home, has the following teaching points:

1. Coffee basics and bean selection
2. Homebrewing methods
3. Coffee grinding techniques
4. Mastering espresso at home
5. Selecting equipment
6. Sourcing your beans

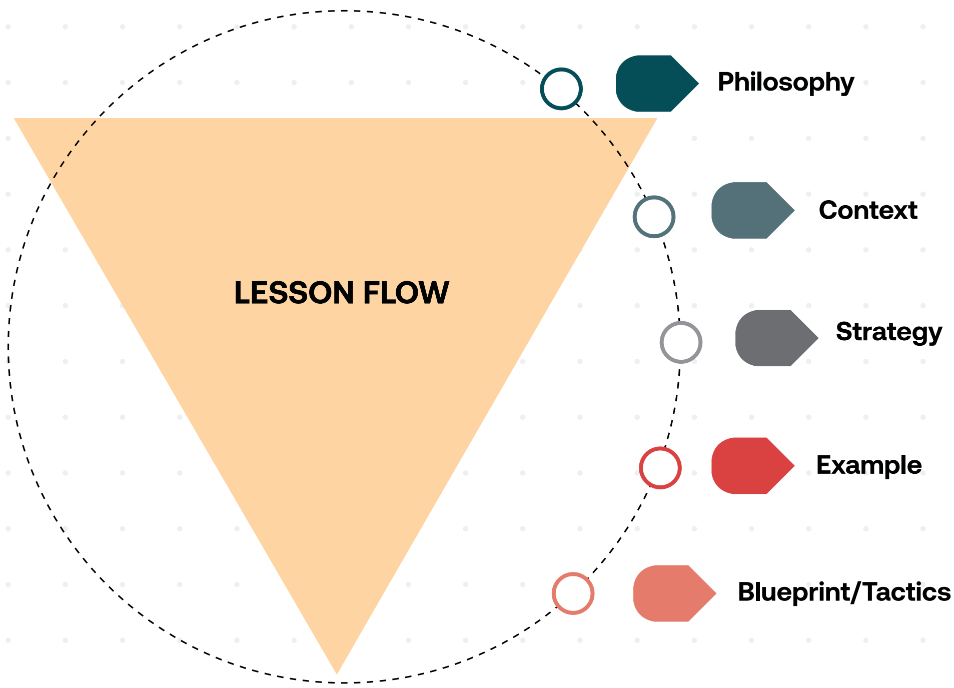
// 03 **Do you need to reorganize, change, add, or eliminate any of your teaching points for this specific course?**

// Lesson 02

Laying Out Your Lessons

If you are having trouble structuring your lesson, remember this graphic:

// Approach to Teaching



Ask yourself these questions:

// 01 **What do I want my students to have done by the end of the lesson? What is the goal?**

Example: Joy, who helps women revamp their wardrobes, has “Wardrobe Assessment” for her first teaching point. The goal is for students to have reviewed every item in their closet, making three piles: one to keep, one to alter, and one to give away. Additionally, they will have identified items they need to purchase.

// 02 **Why is this topic important, or what are my philosophies or beliefs about this teaching point?**

Example: Joy believes that most women already have the clothes they need in their closets to create a wardrobe they feel and look great in.

// 03 How does my teaching point relate to what my students already know?

Example: Joy says most women have so much clothing, the good pieces get lost amid the items they don't love or wear.

// 04 What is the strategy or approach my students must take?

Example: Joy teaches her students how to do a wardrobe assessment by eliminating what no longer serves them from their closets, focusing on the pieces they love, and investing strategically in the pieces that will complete their outfits. So in this lesson, we're going to start that process by assessing what we already have.

// 05 What examples can I share with my students to illustrate this teaching point?

(Hint: These can come from your experience, a client, a friend, or a family member who has gone through your teaching and achieved the desired outcome. You can also make up an example!)

Example: Joy gives an example of how a client worked through Joy's wardrobe assessment process.

// 06 What is the blueprint or tactics/tools I will give to my audience to make this teaching point stick?

(Hint: Think of this as a step-by-step process, what they need to do first, second, third, etc.)

Example: Joy suggests students take everything out of their closet, making three piles (keep, alter, and discard). She's also created a checklist to help her students track their piles.

Repeat this process for each of your lessons. We've included a blank worksheet for you to use. Make one copy for each lesson.

// Teaching Point # :

// 01 What do I want my students to have done by the end of the lesson? What is the goal?

// 02 Why is this topic important, or what are my philosophies or beliefs about this teaching point?

// 03 How does my teaching point relate to what my students already know?

// 04 What is the strategy or approach my students must take?

// 05 What examples can I share with my students to illustrate this teaching point?

// 06 What is the blueprint or tactics/tools I will give to my audience to make this teaching point stick?

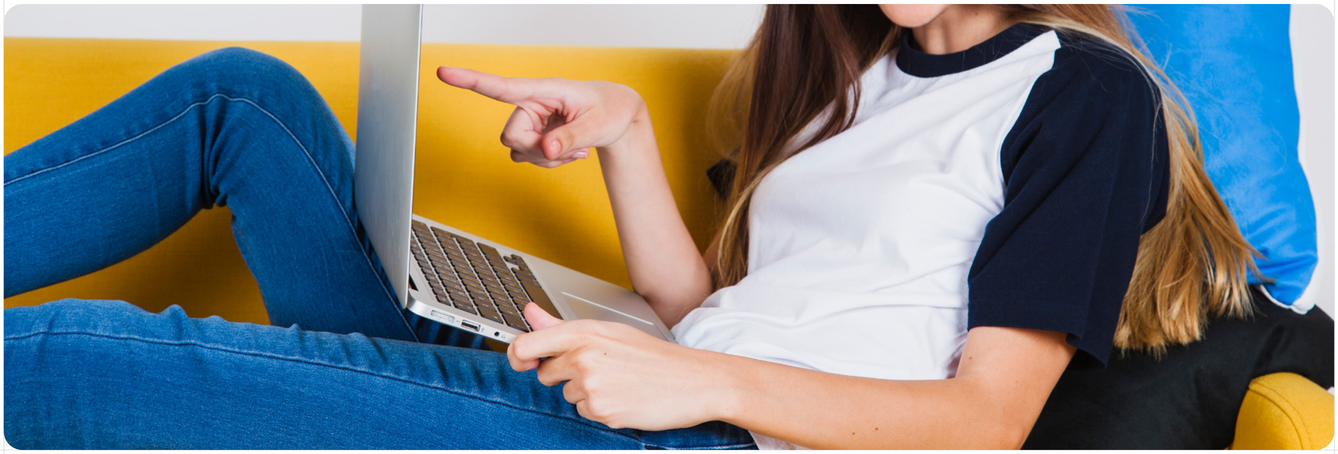
// Lesson 03 | Beyond the Basics

Taking Your Course to the Next Level

You can take your course to the next level to make it more impactful, fun, and engaging by creating supplemental materials.

// Supplemental materials can include:
• Workbooks
• Worksheets
• Roleplay examples
• Scripts
• Checklists
• Interviews
• Explainer videos
• Bonuses
• Tools

Watch the tutorial on creating a worksheet or handout in Canva for more information.



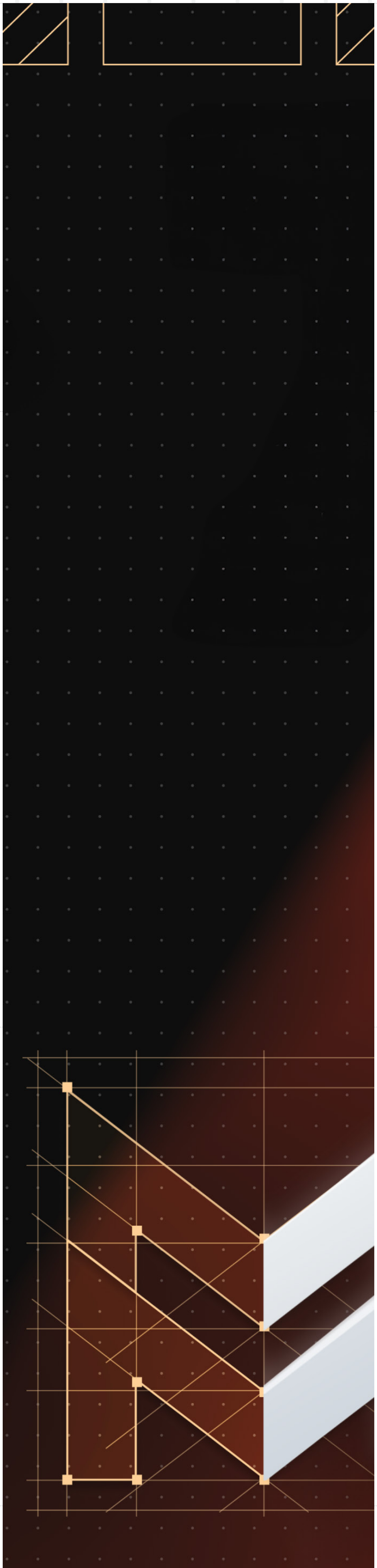
// Lesson 04

Course Q&As

// Some decisions you'll want to make about your course:
• How long will it be? (the sweet spot for each lesson is 12 to 24 minutes)
• How much will it cost? These questions can help you determine a starting price: • How much money will your students save from taking your course? • What do other course creators in your space charge? • Is your topic something people can learn on their own? If so, how hard will it be, and how many hours will your course save them? • Do you have testimonials or student success stories? (Hint: The more you have, the more you can justify your price point.) • Do you provide additional support like a community or live Q&As?
• How will you record your course? • Straight to camera • Voice over • Via Zoom

Mastermind Business System 1.0

Building Your Profitable Coaching Program



Welcome to Coaching!

Congratulations on choosing the coaching path! As a coach, you will create a space where your clients can envision and become the best version of themselves.

Here's what you'll need to create your coaching program:

1. Your Solution Statement. You completed this during the 7-Step Jumpstart. If you haven't created it yet, pause now and go complete that before proceeding.

2. Your irresistible product framework and the six teaching points you identified. If you haven't completed the Designing Your Irresistible Product Framework lesson, pause now and go complete it.

Remember, if at any point you get stuck or have questions, contact us at support@mastermind.com.

Let's go create your coaching program.

// Lesson 01

So You Want to Be a Coach

// Notes

// Lesson 02

Making the Commitment to Coaching

// Notes

// Lesson 03

Why Do People Hire Coaches?

// Notes

// Lesson 04

Why Will People Hire YOU as a Coach?

// In developing your “Unicorn Approach” to coaching, these items can help you stand out:
1. Taking a stand on a controversial topic
2. Handling conflict in a unique way
3. Developing your personal stance on work-life balance
4. Positioning yourself against the top 10 experts in your field

Don’t be afraid to be **YOU**.

// Notes

// Lesson 05 | Setting Yourself Apart

Premium vs. Commodity Coaching

// Notes

// Lesson 06 | Your Product Framework

The Basis for Your Coaching Program

In this lesson, you learned how to take your product framework and create a coaching program that will guide your clients to their goal.

As you put together your coaching map, keep these questions in mind:

// 01 **What do you want your students to achieve after taking your coaching program?**

Example: Nina coaches women on how to use herbal remedies to reduce anxiety and stress without emptying their wallets. By the end of her coaching program, Nina wants her clients to feel more peaceful, grounded, and centered, and confident they can do this on a budget.

// 02 **What are the six teaching points your client needs to do to achieve this goal? Refer to your irresistible product framework.**

Example: Nina's six teaching points include:

1. Introduction to Herbals for Anxiety Control and Stress Reduction
2. Top Herbs for Lowering Anxiety and Stress
3. Herbal Teas for Lowering Anxiety and Stress
4. Pairing Lifestyle Habits with Herbal Remedies
5. Herbal Remedies for Better Sleep
6. Creating a Personalized Herbal Anxiety and Stress Reduction Plan

Your turn:

// 01	
// 02	
// 03	
// 04	
// 05	
// 06	

// 03 **Some coaches may create programs teaching all of their points, while other coaches may go deep on just one or a handful of topics. Review your teaching points and determine if you need to add, remove, or reorder any.**

Example: After analyzing her program, Nina decided to change it to the following:

1. Understanding Anxiety and Stress: The Root Causes
2. The Herbal Remedy Rescue: The Role Herbs can Play in Reducing Anxiety and Stress
3. Selecting the Right Herbs
4. Herbal Teas vs. Supplements
5. Pairing Lifestyle Habits with Herbal Remedies
6. Creating Your Personalized Herbal Action Plan

Use the following space to lay out your coaching map. We've given you extra spaces in case you want to go beyond six sessions.

// Coaching Session #	**// Teaching Point (Topic)**
Coaching Session 1:	
Coaching Session 2:	
Coaching Session 3:	
Coaching Session 4:	
Coaching Session 5:	
Coaching Session 6:	

// Lesson 07

Writing an Irresistible Program Description

As you write your coaching program description, keep these questions in mind:

// 01 **What are the benefits or outcomes your ideal client will experience after they've completed your coaching program?**

// 02 **What will your ideal client's life look like after they've completed your coaching program?**

// 03 **What are the struggles or pain points that your ideal client is experiencing now because they have delayed signing up for your coaching program?**

// 04 **What hook can you use in your program description?**

// 05 **What is one story from your life that sets up the coaching program? (Remember, your story should show your ideal client that you understand them, have been where they are, and have overcome the same challenges and pain points.)**

// 06 **What is a strong close, or call to action, for your coaching program?**

Draft your coaching program description in a Google doc or in the space below:

// Lesson 08 | The Next Level

The VIP Intensive Experience

In this lesson, you learned how to pull off an incredible half- or full-day VIP intensive coaching experience. VIP experiences are great add-ons to enhance the value of your coaching packages, or as an offer to those clients who might not be ready to commit to a full program.

Answer these questions as you build your VIP intensive.

// 01 **Will you host your VIP intensive experience in person or via Zoom?**

// 02 **If you're hosting in-person, what location will you use (e.g. a boutique hotel or office space)?**

// 03 **Will your VIP intensive experience be a half-day or a full day?**

// 04 **If you include a special meal, where will you go, and who, if anyone else, will attend?**

// 05 **What personalized gift will you give to your client before the VIP session?**

// 06 **What exercise will you start your session with?**

// 07 **What breaks will you build into your agenda? If you're in-person, consider walking, movement, or going to a coffee shop together. If you're over Zoom, consider a 10 minute yoga or stretching break.**

// 08 **How much will you charge for your VIP intensive?**

Draft your VIP intensive in a Google doc or in the space below:

// Lesson 09

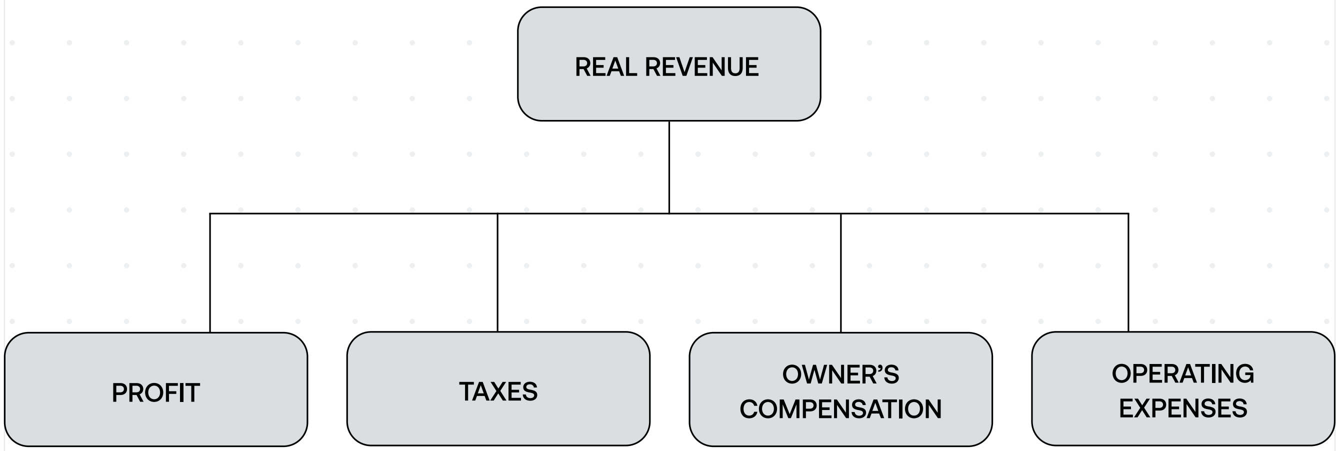
A Frank Conversation on Coaching

// Notes

// Lesson 10

The Dollars and Sense of Coaching

In this lesson, you learned a system for allocating the revenue you generate so you can effectively manage and protect the money you're making. As you go through the video, fill in the blank chart below, allocating a percentage of your earnings for each category.



// Notes

// Lesson 11 | Your Calendar

The Key to Your Success

// Coaching Spot	
// 01	
// 02	
// 03	
// 04	
// 05	

// Day/Time	
// 01	
// 02	
// 03	
// 04	
// 05	

Pull up your calendar, then use the following questions to help trim and adjust how you spend your time.

// 01 **What can you DELETE that no longer belongs in your calendar?**

// 02 What can you DIGITIZE or automate?

// 03 What can you DELEGATE that you may have outgrown or that someone is better suited for?

// 04 What can you DEFER, either to complete later or that you can do in batches with similar tasks to increase efficiency?

// 05 What can you DO now to get it done?

// Lesson 12

Extensions, Ascensions, and Roll-Offs

// Notes

Note: Remember, GG can help you write or edit emails of all kinds!

// Lesson 13

Group Coaching Basics

Use the following checklist to help navigate how to organize a transformative group program.

// Group Coaching Checklist
☐ Select the number of weeks you'll run the coaching group.
☐ Pick one day and time to host your Zoom calls – keep it consistent!
☐ Have a Hot Seat with GG to create a compelling group coaching program from your individual coaching program.
☐ Use the Story, Teach, Tool framework to tailor each coaching session.
☐ Make sure to leave time for a Q&A during each session.
☐ Market your offer using your network, social media, or Facebook/Meta ads [advanced].
☐ Write and send a confirmation/thank-you email to all participants. (GG can help you easily craft the emails for your program.)
☐ Send a calendar invite, repeating each week, with all the call information.
☐ Send a reminder email to send to all participants on the day of the call.
☐ When the group coaching program ends, email all participants a "thank you," ask each member for a testimonial to use for marketing, and feedback to improve your program.

Mastermind Business System 1.0

Building Your Profitable Mastermind

Welcome to Mastermind Facilitation

Congratulations on choosing the mastermind facilitator path! As a mastermind facilitator, you will guide and support a group of like-minded individuals to unlock their collective wisdom, so people can go further, faster, together.

Here's what you'll need to create your mastermind program:

1. Your Solution Statement. You completed this during the 7-Step Jumpstart. If you haven't created it yet, pause now and go complete that before proceeding.

2. Your irresistible product framework and the six teaching points you identified. If you haven't completed the Designing Your Irresistible Product Framework lesson, pause now and go complete it.

Remember, if at any point you get stuck or have questions, contact us at support@mastermind.com.

Let's go create your mastermind program.

// Lesson 01

The Psychology of a Mastermind

// Notes

// Lesson 02

Creating Your Mastermind Agenda

In this lesson, you determined when, where, and how long your mastermind will run. As you create your powerful agenda that you can use for a half-day, full-day, or multi-day mastermind session, keep these questions in mind:

// 01 **Will you host a virtual or in-person mastermind?**
(Hint: If this is your first mastermind, start virtually.)

// 02 **How many people will participate? (If this is your first mastermind or you're still new to facilitating them, consider starting with six to 12 people.)**

// 03 **How often will you host your mastermind?**

// 04 **How long will each mastermind session last (e.g., a half day, full day, weekend)?**

// 05 **What will you name your mastermind?**

// 06 **How much will you charge?**

Note: Use this worksheet to lay out your mastermind agenda. Make as many copies as needed for each of your sessions.

// Mastermind Agenda Session # :

// 01 What do I want my mastermind members to do, think, feel, or believe after our session?

// 02 Why does this topic matter to my members?

// 03 Using my answers to Questions 1 and 2, what will I say to welcome and introduce this mastermind session?

// 04 What is the story and teaching point I will share?

(Hint: Use your answer above and refer to the Story, Teach, Tool framework.)

// 05 How will I actually teach this point to my members ?

(Hint: Refer to your answer from the Story, Teach, Tool framework.)

// 06 **What tool will I use to make this teaching point stick?**

// 07 **Will I use a breakout session? If so, how many people per group?**

// 08 **After the breakout session, will I have participants share their answers?**

// 09 **If I introduce another Story, Teach, Tool framework, what will it be?**

Story:

Teach:

Tool:

// 10 **How many members will have a Hot Seat?**

// Half-Day Mastermind Agenda (SAMPLE)	
// 9:00 AM	Intro + Welcome (15 minutes)
// 9:15 AM	Participant Intros (15 minutes)
// 9:30 AM	Story, Teach, Tool (1 hour)
// 10:30 AM	Breakout Session (15 minutes)
// 10:45 AM	Break (15 minutes)
// 11:00 AM	Story, Teach, Tool (either a participant or you) (30 minutes)
// 11:30 AM	Hot Seats (two people) (30 minutes)
// 12:00 PM	Break for lunch and networking (60 minutes)
// 1:00 PM	Afternoon session begins OR session concludes

// Full-Day Mastermind Agenda (SAMPLE)

MORNING SESSION	
// 9:00 AM	Intro + Welcome (15 minutes)
// 9:15 AM	Participant Intros (15 minutes)
// 9:30 AM	Story, Teach, Tool (1 hour)
// 10:30 AM	Breakout Session (15 minutes)
// 10:45 AM	Break (15 minutes)
// 11:00 AM	Story, Teach, Tool (either a participant or you) (30 minutes)
// 11:30 AM	Hot Seats (two people) (30 minutes)
// 12:00 PM	Break for lunch and networking (60 minutes)

AFTERNOON SESSION	
// 1:00 PM	Energizer Activity (15 minutes)
// 1:15 PM	Story, Teach, Tool (another participant or you) (30 minutes)
// 1:45 PM	Breakout Session (30 minutes)
// 2:15 PM	Hot Seats (two more people) (45 minutes)
// 3:00 PM	Break (15 minutes)
// 3:15 PM	Guest Speaker or Panel Discussion (45 minutes)
// 4:00 PM	Group Discussion / Q&A (30 minutes)
// 4:30 PM	Action Planning (30 minutes)
// 5:00 PM	Closing Remarks and Takeaways (15 minutes)
// 5:15 PM	Networking and Informal Discussions (optional)

// Three-Day Mastermind Agenda (SAMPLE)	
DAY 1	
// 9:00 AM	Intro + Welcome (30 minutes)
// 9:30 AM	Participant Intros and Icebreaker Activity (30 minutes)
// 10:00 AM	Story, Teach, Tool (1 hour)
// 11:00 AM	Break (15 minutes)
// 11:15 AM	Breakout Session (45 minutes)
// 12:00 PM	Lunch and Networking (60 minutes)
// 1:00 PM	Story, Teach, Tool (1 hour)
// 2:00 PM	Hot Seats (two people) (45 minutes)
// 2:45 PM	Break (15 minutes)
// 3:00 PM	Group Activity / Workshop (1 hour)
// 4:00 PM	Guest Speaker or Panel Discussion (45 minutes)
// 4:45 PM	Wrap-Up and Takeaways (15 minutes)
// 5:00 PM	Networking and Informal Discussions (optional)

// Three-Day Mastermind Agenda (SAMPLE)	
DAY 2	
// 9:00 AM	Recap of Day 1 and Energizer Activity (30 minutes)
// 9:30 AM	Story, Teach, Tool (1 hour)
// 10:30 AM	Break (15 minutes)
// 10:45 AM	Breakout Session (45 minutes)
// 11:30 AM	Hot Seats (two people) (45 minutes)
// 12:15 PM	Lunch and Networking (60 minutes)
// 1:15 PM	Story, Teach, Tool (1 hour)
// 2:15 PM	Break (15 minutes)
// 2:30 PM	Workshop / Hands-On Activity (1 hour)
// 3:30 PM	Break (15 minutes)
// 3:45 PM	Guest Speaker or Panel Discussion (45 minutes)
// 4:30 PM	Group Discussion / Q&A (30 minutes)
// 5:00 PM	Wrap-Up and Takeaways (15 minutes)
// 5:15 PM	Networking and Informal Discussions (optional)

// Three-Day Mastermind Agenda (SAMPLE)	
DAY 3	
// 9:00 AM	Recap of Day 2 and Energizer Activity (30 minutes)
// 9:30 AM	Story, Teach, Tool (1 hour)
// 10:30 AM	Break (15 minutes)
// 10:45 AM	Breakout Session (45 minutes)
// 11:30 AM	Hot Seats (two people) (45 minutes)
// 12:15 PM	Lunch and Networking (60 minutes)
// 1:15 PM	Story, Teach, Tool (1 hour)
// 2:15 PM	Break (15 minutes)
// 2:30 PM	Action Planning Workshop (1 hour)
// 3:30 PM	Break (15 minutes)
// 3:45 PM	Guest Speaker or Panel Discussion (45 minutes)
// 4:30 PM	Group Discussion / Q&A (30 minutes)
// 5:00 PM	Closing Remarks and Takeaways (30 minutes)
// 5:30 PM	Networking and Informal Discussions (optional)

// Notes

// Lesson 03

Filling Your Mastermind

To fill seats in your mastermind, you'll use this sequence:

// Step 1:	**"Nine Word Email"**	"Hey, it's [name]! I'm gonna do a small private mastermind on [topic]. Do you want to join?"
// Step 2:	**Follow-up response to everyone who answers "yes"**	"That's great! We're going to meet [virtual/ in-person] on [date and time] for [months/ weeks]. There will only be [how many people]. The cost is [$$$$]. Simply reply 'yes,' and I'll reach out to you, so you can save your spot before it's gone."
// Step 3:	**Make a phone call to everyone who replies "yes"**	*(Hint: you will want to speak with all potential members to explain how the mastermind will work, to nurture that exclusivity feel, and to close the sale. Refer to the "Sales Basics" module for more guidance.)*
// Step 4:	**Thank you and confirmation**	Once you've filled a seat, send a 'thank you" and confirmation details.

Note: Remember, you can use GG to help draft any of your emails!

// Expanding Your Mastermind - Checklist

At some point, you'll want to expand your mastermind offerings. Use the checklist below to identify ways you can grow, scale, and continue providing value to your members.

- [ ] Add more people to an existing mastermind
- [ ] Add another mastermind
- [ ] Meet more frequently
- [ ] If you're meeting virtually, meet in-person for one or more sessions
- [ ] If you're meeting in person, meet virtually for one or more sessions
- [ ] Add a one-on-one coaching session, in-person or virtually, for all members
- [ ] Add a private community
- [ ] Add a weekly group coaching call
- [ ] Add a weekly virtual hot seat call
- [ ] Ask for referrals from existing members
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

// Lesson 04

Best Practices for Your Virtual Event

// Pre-Mastermind: Tech Check

- ☐ Familiarize yourself with Zoom or the hosting platform you're using and its features.
- ☐ Test your internet connection. Be sure it doesn't lag or freeze. *(Hint: We recommend setting up your computer close to, or hardwiring it to, the internet/router.)*
- ☐ Test the quality of your microphone and camera.
- ☐ Host a tech check with attendees prior to the mastermind session, so they can test their microphone and camera, and familiarize themselves with different features.
- ☐ During the tech check ask your participants if they have any questions about the upcoming mastermind session.

// Pre-Mastermind: Participant Checklist

// 01 **Since your mastermind attendees will join virtually, distractions can happen. While you can't control their environment, you can help set them up for success. What suggestions will you share with your mastermind participants?**

- ☐ Play full out. The more you put in, the more you'll get out.
- ☐ Set an intention/goal for the mastermind session.
- ☐ Plan ahead.
- ☐ Make the time.
- ☐
- ☐
- ☐

// 02 **How will you share the suggestions?**

Example: During the tech check, email reminder, phone call, etc.

// Mastermind: Managing Engagement and Energy

Keep these questions in mind as you plan out your virtual event:

// 01 **How will you encourage active participation?**

Examples: Energy cranks with loud music and dancing, power postures, stretching, etc.

// 02 **What platform features such as breakout rooms do you intend to use for your mastermind?**

// 03 **How do you plan to have attendees ask questions?**

Examples: Using the chat, unmuting, raising their hand, etc.

// 04 **Where in your agenda will you offer participants a chance to share "a-ha" moments?**

// 05 **What visual aids will you use during your mastermind session?**

Examples: Slides, videos, pictures, etc.

// 06 **What, if any, physical items will you send to attendees before the event?**

Examples: Workbooks, worksheets, branded pens and a notepad, etc.

// 07 **How will you make your attendees feel seen?**

Examples: Say their names, acknowledge their videos, give them a compliment, etc.

// Lesson 05

Live Events: Planning

// The Five W's Exercise

// WHO

// 01 **Who is this event for? Describe in detail your like-minded group.**

Examples: Do they share a level of success? The same title? The same desire(s) and/or challenges?

// WHAT

// 01 **What are your specific outcomes for the mastermind session?**

// 02 **What knowledge or skills will your members gain by the end of the mastermind session?**

// WHY

// 01 **Why is the content you've prepared for this mastermind session important to your audience? Why will they show up?**

// WHERE

// 01 **Where will you host your mastermind session?**

// WHEN

// 01 **When will you host this event?**
(Hint: Think about what will work best for your clients to ensure maximum participation.)

// Event Logistics Checklist

Use the checklist and strategies below to help plan your in-person mastermind session.

// Budget

- [ ] Create a budget (and stick to it!).
- [ ] Consider the cost per person and how it aligns to your pricing strategy. In other words, the higher the mastermind program price, the higher the budget.
- [ ] Determine your priorities for budgeting. What matters most (e.g. the venue, catering, gifts, or other elements)? Then make trade-offs and spend accordingly.
- [ ] Break down the cost of everything from staffing to catering, AV equipment, gifts, and more. Be sure to include a line item for unexpected costs (they'll happen).
- [ ] Seek quotes from multiple vendors.

// Location

- [ ] Select a venue that aligns with your brand and enhances the overall mastermind experience.
- [ ] Search via Google, Yelp, or eventup.com for venues.
- [ ] Choose a venue with enough space.
- [ ] Opt for a room with windows and outdoor spaces, so members can enjoy natural light and fresh air. This will help keep energy and engagement levels up.
- [ ] Before signing a contract, do an in-person walk-through. If you can't visit in person, do a virtual walk-through.
- [ ] Everything is negotiable. Be confident!
  (Hint: If there's a chance your mastermind will become a recurring event, use that as leverage.)

// Audio and Visual Requirements (AV)

- ☐ Consider what items, if any, you will need (e.g., whiteboards, projectors, microphones, cameras, etc.).
- ☐ Make sure you can access the needed AV items. Talk to the venue team about whether they can supply them (and include it in the contract). If not, then you will need to secure them separately.
- ☐ Hire a photographer. Photos are great as promotional material for your next mastermind event, and so you and your members can share high-quality images on social media.

// Catering

- ☐ Check with the venue about a food and drink minimum, or work with a local caterer/restaurant to develop a menu. *Note: People always remember the food. Make it memorable, for good reasons!*
- ☐ If you're hosting a full-day mastermind session, include a light breakfast, healthy lunch, afternoon snacks, and a continuous supply of coffee, tea, and water.

// Room Layout

- ☐ Customize the room setup to enhance collaboration, communication, and engagement. For smaller groups (six to 12), use a U-shape setting.
- ☐ For larger masterminds, use small tables to create groups. As best as you can, be mindful about your seating chart. Try to seat people together who will get along. This might be a personality fit, those who are struggling with a similar challenge, or people at the same level of experience.
- ☐ For larger masterminds, ensure you have a designated speaker section at the front of the room, with a comfortable chair, and a small, high-top table for notes, water, and other essentials.
- ☐ Strategically place your food and beverages in the back or side of the room to minimize distraction.
- ☐ Consider incorporating signage or branding elements in the room by displaying your logo on a screen, or providing branded materials.

// Lesson 06

Live Events: Creating

Keep these questions in mind as you plan your live mastermind event agenda:

// 01 **What teaching aids will you use to enhance the experience?**

Examples: Special handouts, slides, a whiteboard, worksheets, etc.

// 02 **How will you encourage networking?**

Examples: Name tags, table tents, introductions at the beginning, etc.

// 03 **What special gift will you provide all members upon their arrival?**
(Hint: Consider providing themed gifts connected to your event location.)

// 04 **Refer to the agenda you created earlier in this module, adjusting sessions to fit an in-person experience.**

// Sample Waiver Form

This sample waiver is provided for informational purposes only and does not constitute legal advice. It is recommended that you consult with an attorney to ensure that this waiver meets your specific needs and complies with applicable laws and regulations.

[INSERT NAME OF COMPANY / LOGO]

[Name of Event] | [Location of Event]

***this is not legal advice & we strongly recommend reviewing this waiver with a legal advisor!*

We are pleased to have you with us and know you will enjoy this one of a kind event.
Please take a moment and review the following:

1. If you have any food allergies, please be sure you disclose them to the event service staff as they are serving so they can properly inform you of the ingredients to accommodate.

2. Throughout this event we explain, illustrate and demonstrate numerous concepts, tools and principles relative to doing business surrounding **[INSERT COMPANY NAME]**. In this regard, it is important for you to know, understand and assume that none of the tools being explained or demonstrated are, or have been associated with **[INSERT COMPANY NAME]** unless otherwise noted.

3. I agree to give **[YOUR NAME, COMPANY NAME]** and it's representatives and assignees, employees, or any person(s), corporation(s) acting under its permission, the permission to publish, reproduce, distribute, and/or otherwise use any still or moving photographic or sound recording from the **[EVENT NAME]** in **[LOCATION]**

I understand that **[INSERT YOUR NAME / COMPANY NAME]** offers no guarantee for my individual success. I further understand all testimonials shared at this event are not typical and my results will vary depending on my personal efforts. I acknowledge that some of the strategies and concepts I learn at this event may need to be modified or avoided in the future.

FIRST & LAST NAME: ______________________________

SIGNATURE: ______________________________

DATES OF EVENT: ______________________________

// Lesson 07

Live Events: Executing

// Pre-Event Communication Checklist

Once you have your logistics in place, use the following checklist to determine the essential information to share with members.

- [ ] Send a confirmation/email invitation, including the following information:
    - [ ] Date(s) and time
    - [ ] Location
    - [ ] Travel information (driving directions, flights, etc.)
    - [ ] Hotel recommendations
    - [ ] Any essential items members need to bring
    - [ ] Local attractions and things to do outside the mastermind session

- [ ] Create a pre-event survey to gauge what members hope to gain from the event and to identify any challenges they face currently. Keep it brief to a few intentional and insightful questions such as:
    - What is the #1 thing you're struggling with right now?
    - What is a recent success in your business you are excited about?
    - What has changed in your business since the last time we met?

- [ ] Send regular teasers and sneak peeks on topics and event highlights to members to boost excitement and engagement.

- [ ] Two weeks before the mastermind session, email or (preferably) call all members to check in, confirm attendance, and answer any questions.

// Executing Your Mastermind Event - Best Practices Checklist

To help you navigate your event day with confidence, use the following strategies and checklist:

- ☐ Before the mastermind session starts, get everyone on your team – staff, friends/family, or just yourself – aligned on the schedule and goals.
- ☐ Before registration starts, walk through the event space double-checking the following: (Hint: Consider making an essentials checklist and running through it):
  - ☐ Room layout
  - ☐ Refreshments
  - ☐ Handouts and teaching aids
  - ☐ All AV equipment (make sure it works!)
- ☐ Greet all members upon arrival, assisting them with registration, waivers, name badges, etc.
- ☐ Keep checking in with your members throughout the event, especially if someone seems upset, throughout the day.
- ☐ Allow room for spontaneity and adjustments based on the energy and dynamics in the room.

Mastermind Business System 1.0

Business Skills: Social Media Basics

Social Media 101

// Notes

Setting Up Your Social Media Profile

Use this checklist to set up your social media profile:

- [ ] Platform research. Each platform has slight variations in profiles, so notice how influencers in your space create theirs, and then model their example.

  Example:

- [ ] A clear and concise bio in the intro section.
- [ ] A professional profile and cover photo.
- [ ] Additional details relevant to your business and ideal audience.
- [ ] Additional places where people can connect (e.g., your website, other social media platforms, Linktree, etc.).
- [ ] Edit privacy settings.
- [ ] Link to your email opt-in page.

Draft your bio in a Google doc or in the space below:

The Four C's of Content on Social Media

// Credibility.

Credibility content establishes why you're the expert. The general structure for these posts include:

- Catchy headline (hook)
- Educational content (e.g., the best tips, tricks, strategies)
- Story
- Close/Call to Action (CTA) *(Hint: A CTA is not always about a sale. It can also be what your audience can do, think, feel, or believe differently.)*

// Character.

Character content helps you create rapport with your ideal client by sharing glimpses into your life, hobbies, beliefs, worldview, values, and the things that make you unapologetically, and authentically, you.

// Connection.

This content is about demonstrating a little vulnerability, sharing things from your past or day-to-day experiences that you might resist opening up about. While it might feel uncomfortable sharing this, it will draw people to you, helping them to feel closer to you. Plus, it shows people that you really understand them.

// Conversion.

With conversion content, you'll invite your audience to work with you, focusing on the tangible value you can provide and the problem you help people solve, and you'll make your call to action clear, concise, and compelling.

Note: Remember, GG can help you draft, edit, and rework content for social media.

Social Media Q&As

// Notes

// GG to the Rescue:

One Piece of Content, Many Uses!

// Here is just a partial list of the types of content GG can help you create:

- ☐ Emails
- ☐ Social media posts
- ☐ Video scripts
- ☐ Press releases
- ☐ Blog posts
- ☐ Short reports
- ☐ Speeches and presentations
- ☐ How-to guides
- ☐ Infographics
- ☐ Checklists
- ☐ Ebooks
- ☐ Templates
- ☐ Ad copy
- ☐ And more!

Mastermind Business System 1.0

Business Skills: Email Basics

Email Marketing 101

// Value Email - Dean Example

New Message

To:

cc:

bcc:

Subject: [NAME'S] Routine for Wealth and Success

You know those days when you wake up feeling on fire with so much confidence and energy?

How great would it be if that was everyday?

It can be with the right habits.

Start with these three things. *[Note: We linked this sentence to Dean's TikTok video.]*

(Try this for one week, and I bet you'll be shocked by the transformation).

You know, you want to grow as a person, as a leader, as a parent, as a partner, but it's hard to commit to shifting your routine and habits.

Our brains resist it.

So start small, make small shifts that lead to big changes down the road.

Pause now and check this out. [Note: We linked this sentence to Dean's TikTok video.]

It'll only take you 30 seconds.

Don't be the person down the line who regrets not seeing something this effective sooner.

See you inside,
Dean

P.S. In case you wanna know how effective this really is, this is what someone commented after I shared.

Aa GIF

Send

Draft

Note: Remember, GG can help you draft, edit, and rework emails of all types.

Why Your Business Success Depends on Email

// Email helps subscribers discover...	
// 01	What they actually desire
// 02	What they like
// 03	What they want
// 04	What they actually need

// Notes

Anatomy of an Email

// The Subject Line

The most important part of your email is the subject line.
Your subject line should...

// 01	Invoke curiosity
// 02	Create confusion
// 03	Be confrontational
// 04	Display confidence

// The Pre-Header

Make your pre-header:

// 01	Personal
// 02	Promising
// 03	Open-ended

// The Opening

Your opening:

// 01	Starts in the middle of the action
// 02	Uses dense, fluff-free wording
// 03	Concludes with a payoff promise

// The Body

The body of your email should be:

// 01	Short
// 02	Simple
// 03	Strong

// The Close

The close should...

// 01	Bring the reader full-circle
// 02	Suggest there's more to the story

// The Call-to-Action

The CTA promises "There's more if you just click!"

The Four Types of Emails You Need

// The four types of emails you need are:	
// 01	Emails that Entertain
// 02	Emails that Educate
// 03	Emails that Showcase
// 04	Emails that Invite

// Notes

Captivating Content: Emails that Entertain

// Entertaining emails are often stories.

Your key stories:

// 01	Your origin story
// 02	Your transformation story
// 03	“I’m like you” stories
// 04	“I’m different from you” stories
// 05	Stories that make people feel

When telling stories:

// 01	Start in the action
// 02	Tell a bit of the story
// 03	Bring it full circle

// Notes

Sharing Your Knowledge: Emails that Educate

// Types of emails that educate or inform:	
// 01	Step-by-step emails
// 02	Checklist emails
// 03	“Favorites” emails
// 04	“What to do/don’t do” emails
// 05	“This, not that” emails
// 06	“Failure” emails

Note: The goal of an informational email is to increase understanding.

// Notes

Building Expertise: Emails that Showcase

// Types of emails that showcase:	
// 01	“Before and after” emails
// 02	“Behind the scenes” emails
// 03	Testimony emails
// 04	Interview emails
// 05	Photo or image emails
// 06	“Hero” emails
// 07	“Unexpected benefits” emails

// Notes

Going Deeper:
Emails that Invite

// Types of invitations:	
// 01	A free resource
// 02	A sales event
// 03	Making the sale

“US FACTOR” = URGENCY + SCARCITY

// Notes

The Keys to Ongoing Email Success

// Tip #1	Be consistent.
// Tip #2	Set the right frequency.
// Tip #3	Offer variety.

// Email Breakdown:

50-60%	20-30%	15-20%	10%
Entertaining	Educating	Showcasing	Inviting

Note: Check out the Mastermind Business Hub email tutorials in this module!

// Notes

List-Building with Lead Magnets

During the 7-Step Jumpstart, you created your first lead magnet. When you create another targeted lead magnet to diversify your efforts, keep these suggestions in mind:

// Your next lead magnet should either be:
• The same offer but in a different format
• A new offer to the same market
• The same offer to a different segment of your market

// Some of the lead magnets you can create include:	
• A tutorial video	• PDF guide
• Ebook	• Video or audio guide
• Webinar	• Other - be creative!

// Where you can promote your lead magnet:
☐ A link in your social media bio
☐ As a “highlight” on Instagram
☐ Via social media posts
☐ On your social media banner
☐ Via other content you create outside of social media (e.g., a blog post or newsletter article)
☐ Add a link at the end of your email signature
☐ Mention it when networking and direct people to your social media account

Note: Remember, GG can help you create additional lead magnets in all the categories above.

Mastermind
Business
System 1.0

Business Skills: Effective Speaking

Speaking with Confidence

Use the following questions to help you refine your next presentation–whether it's in-person virtual, or taped. Not all the questions will apply, so choose the ones that fit with your presentation.

// 01 What do you want your ideal audience to know/feel/do about the topic you're presenting?

// 02 How much does your ideal audience know about your topic, and what are the areas of concern or hesitation that they might have?

Examples: It takes too much time, or costs too much.

// 03 What is your ideal audience's attitude toward your message?

Examples: Will they be curious, supportive, or unsure.

// 04 What makes you a good communicator?

Examples: Telling stories, leveraging bits of information and knitting it together.

// 05 What stories can you tell to make the information relatable?

// 06 Consider any analogies or comparisons you can use to help your audience connect what they already know with what they're learning.

// 07 How can you deconstruct your content? Can you make a graph, chart, or diagram?

// Notes

Develop Your Central Message

Your ideal audience needs a clear structure so they will remember your message and take action. Some of the most powerful structures are:

// 01	Problem. Solution. Benefit.
// 02	Comparison. Contrast. Conclusion.
// 03	Past. Present. Future.
// 04	What? So what? Now what?

// Notes

Master Your Delivery

Here are some ways to improve your delivery and boost your confidence:

// 01	The biggest barrier to your confidence is usually anxiety. Identify those thoughts then reframe them into positive affirmations.
// 02	The trick to combatting speaking anxiety is staying in the present moment instead of projecting a negative outcome in the future. Brainstorm ways to stay present, then commit to trying one idea the next time before you speak (e.g., go for a walk, listen to a song, take five deep breaths).
// 03	Anxiety and fear often appear as symptoms in your body. Reflect on how you feel physically and mentally before you're about to speak and/or during presentations. List all your reactions (e.g., your heart beats fast, you become shaky, or you use filler words like "um" and "uh").
// 04	Once you have identified how your body responds to anxiety, identify a solution to help you short-circuit the stress-response.

// Notes

Embracing Your Speaking Style

Everyone has a unique speaking style with a set of strengths. Here are some possible strengths you can leverage when speaking:

- Being humorous
- Stating just the facts
- Being direct
- Simplifying complex topics
- Telling great stories
- Impromptu speaking
- Facilitating live interactions
- Scripting your remarks
- Other:

// Notes

Mastermind Business System 1.0

Business Skills: Communication & Influence

Hook, Story, Close Framework

The Hook, Story, Close framework is a powerful approach to content creation. It can be used for anything from a 30-second social media video to a 90-minute coaching session. Here's a reminder of how it breaks down:

// HOOK

The hook is your grabber. It's the first one to three sentences that connect with your ideal client so quickly that they stop in their tracks. You can use a:

• Interesting fact	• Surprising or counterintuitive statement
• Quote	• Question

// STORY

Your story is simply a scene from your life showing why you're qualified to teach your ideal audience, why you understand them, why you can help them, and what epiphanies and solutions you used to overcome a challenge or pain point.

// CLOSE

In your close, you will give your ideal audience a call to action, which might include:

- Signing up for your course, coaching, or mastermind program
- Registering for a one-day challenge
- Following you on social media
- Subscribing to your email list

Note: Remember, GG can help you create powerful hooks, identify relevant stories, and write compelling closes and calls to action.

Communicating to Convince and Convert

Whether you're communicating by email, on social media, or live, remember that people make decisions based on our emotions like fear and pain, or desire and pleasure. Here is a checklist of questions to consider before your next email, video, or other communication opportunity:

- Who am I communicating to? What is their pain? What is their pleasure? What scares them?
- What value am I trying to provide to my audience?
  (Hint: This might be their big challenge, the pain they're experiencing, or a problem in their life. It could be what they desire the most, or a small sliver of hope or encouragement they need.)
- How am I helping my audience to solve their problem or take one small step closer to what they desire (e.g., I share a story, encouragement, a tool, a meme with a quote)?
- How will this solution benefit my audience? Be specific.
- What, if anything, is happening in the world, or is top-of-mind, for my ideal client that might impact frame of reference or take away their attention?

// Notes

Storytelling 101

// Notes

Your Storytelling Structure

Think about these questions when considering stories you can use in your business:

// 01	What are some turning points in your life that can relate to your client and your needs?
// 02	What are the epiphanies, the moments of decision, or the lessons learned in each story that shifted your trajectory or perspective?
// 03	What were the results you achieved in these stories? *(Hint: Look for what your ideal client needs. Your stories should show that you've achieved the outcomes they most desire.)*
// 04	What is the point(s) of each story?
// 05	What are the details for each story? *(Hint: Use keywords to help you remember your thoughts and feelings, what you heard or saw, and what you experienced.)*

Note: Remember, GG can help you identify relevant stories and structure them into an email, social media post, or other copy.

// Notes

Crafting Compelling Copy

To create all your copy, you'll use "The Four S Framework:"

// #1 Stop

Your subject line or the headline of your social media post, ad, or sales page is how you get people to stop and pay attention.

Examples:

- I was up until 2AM thinking about this
- Stop setting goals
- Sorry, [Name]. (We heard you)
- Did you do this yet? (Hurry, time sensitive)
- Wow!
- Deepest fears in human history (Inside)
- Are you productive or just busy?

// #2 Shock

To hold people's attention, you must shock them by hitting them in the heart and jolting them emotionally. Ideally, you'll do this in the first one to three sentences.

Examples:

Subject line: (Inside) Did you know you can get this for free, [Name]?

First line: This is going to save you so much time and energy. Are you ready for it?

Subject line: Your next must read book

First line: I'm breaking my own rule today. But it's for a good reason.

Headline (for Facebook ad): Private invitation: Come hang out with me, Tony Robbins, and a powerhouse lineup for the Own Your Future Challenge.

First couple of lines: Learn how to take control of your time, earning power, and your future using the knowledge you already have. Registration is open. Save your spot now, while there's still time.

// #3 Story

Through the power of your story, you will identify the pain your ideal client feels (even if they're unaware they feel that way). Next, you'll give them hope by showing them the solution.

Examples: A change in belief or thought, taking action on a new strategy or skill, watching a video.

// #4 Sell

Out of sight, out of mind! Get them to act now by creating urgency and scarcity. You also need to show them the benefits (not just features), and be very specific with your call to action, and remind them what will happen if they don't act now.

// Checklist: Crafting Compelling Copy

Audit your copy by using this checklist. Begin by reading what you wrote out loud and ask yourself:

- [ ] Does this copy sound like me or does it sound like a robot wrote it?
- [ ] Did I infuse my personality into it?
- [ ] Have I used motivating and inspiring words that leave people feeling excited?
- [ ] Have I used words that have agitated the reader's pain so they will want to fix it?
- [ ] Was I concise but specific?
- [ ] Did I write this with one specific person in mind?
- [ ] Will what I wrote blend in or stick out?
- [ ] Do I think my ideal client will feel compelled by what I've written?
- [ ] Did I use any clichés?
- [ ] Is my call to action clear and specific?

Note: Remember, GG can help you draft, edit, and repurpose copy of all types.

Sales Page Walkthrough

// Notes

Mastermind
Business
System 1.0

Business Skills: Sales Basics

Sales as Service

Much of sales is mindset. If you don't believe in your product and believe it can help your audience, it's going to be difficult to sell. Think about these questions to improve your sales mindset:

// 01	When you're selling, how do you show up? Are you the best version of yourself?
// 02	What do you love about your offer? What is unique, different, better about what you've created?
// 03	What makes you feel excited about your offer?
// 04	Think of your ideal client. Why do you love serving them?
// 05	Think of the outcome that your ideal client will get by when they purchase your offer. How will it change their life?

// Notes

Sales Conversation 101

Your prospect is on a hero's journey, where they seek to transform their life by fixing a problem. On this journey, you are their guide, helping them to overcome obstacles or objections.

// Common objections include:	
• Time	• Significant Other/Spouse
• Doubt/Fear	• Money

// The five stages, or emotional beats, to a sales conversation include:			
// 01	Connect	// 04	Coach
// 02	Discover	// 05	Close
// 03	Offer (your solution)		

// CONNECT

Use the checklist below to help you CONNECT with your prospect:

- [ ] Mirror your prospect's energy.
- [ ] Be the leader. Explain how the conversation will flow, starting with asking them questions, and if it feels like a fit, then you'll propose a solution.
- [ ] Share that all they have to do is say "yes" or "no" to joining the program, so there's clarity by the end of the call.
- [ ] Ask if they can agree to answering "yes" or "no."

// DISCOVER

Use the checklist below to help you DISCOVER more about your prospect. Your goal is to guide them to feel their emotions connected to their challenge/pain point, and to evoke a sense of urgency in them to solve it:

- ☐ Ask multiple questions that inform you about your prospect like a doctor would ask a patient.
- ☐ Be willing to ask the same question multiple times to get to the heart of your prospect's problem.
- ☐ Ask your prospect questions such as, "What will happen if you don't solve this problem?"
- ☐ Speak less. Listen more. Give your prospect space to open up to you.

// OFFER

As you move into the OFFER stage, you'll first want to share a personal story that shows your prospect that you understand them and have a solution to their challenge. Use the checklist below to help you make your OFFER to your prospect:

- ☐ First, ask for permission to talk about your program.
- ☐ Once they say, "yes," outline your program, sharing specific features and benefits.
- ☐ Be clear and specific, asking directly for the sale.
  (e.g., do you want to join my program? Do you want to work with me?)

// COACH

Sometimes, prospects will object to your offer. Use the checklist below to help COACH them:

- ☐ Identify what's stopping your prospect from saying "yes" (e.g., a belief, doubt, worry, or fear such as time or financial commitment, or the people in their life).
- ☐ Help your prospect to shift their perspective, so they feel empowered to take action to solve their problem.

// CLOSE

Use the checklist to help you CLOSE the loop with your prospect after they say “yes” to your offer:

- ☐ Take their payment.
- ☐ Outline the next steps (e.g., scheduling the first call, downloading a workbook, accessing a course, etc.).
- ☐ Ask your prospect, “Why is this the right decision for you?”

// Notes

Sales Conversation Script

// CONNECTION

On a sales call, you need to establish a connection or rapport with your prospect by learning about their problems. First, though, you'll share a little about yourself to find common ground using the three F's:

// 01 FAMILY **// 02** FROM **// 03** FUN

Here is a sample Connection script:

"Hey, before we get started, I'd love to learn a little about who I'm speaking to. Before I do that, can I give you a little background about myself?

Great! I'm Jeremy. I'm originally from Pennsylvania. I moved to Arizona 16 years ago. I met my wife at the gym 10 years ago. When both of us aren't trying to take care of our kids, one of my passions is music. I try to DJ every event I can. I love it. I have over 200 playlists online.

So tell me a little about yourself."

Ideally, your prospect will connect with something you said, so ask them a couple follow up questions. This should only last two to three minutes. Then say, "Great, thanks for sharing that. I feel like I got to know you a little bit more. So let's dive in."

// DISCOVERY

At this stage, you'll ask questions and create urgency. Remember, the harder you work on the discovery, the easier it will be when you pitch your offer and prices. Use the DNA of Discovery to learn about your prospect's history and how you can help them:

D DEEP **N** NEGATIVE **A** AH (PLEASURE)

Here is a sample Discovery script:

"How are you doing? No, really, how are you doing?
Why do you want to get involved in a [coaching program/course/mastermind program] now?
Why now and not six months ago? What changed?
So, what does six months from now look like?
What's your end goal here?"

// OFFER

At this stage, you'll give an overview of your offer, how it can help your prospect, and the price point.

Here's a sample Offer script:

Jeremy is a coach who helps working parents with kids stay organized with their schedules. He wrote:

"Based on what you've told me so far, I know I can help you get from where you're currently at to where you want to get to. Would you like to hear my thoughts? Yes, great, so the first thing we'll do is schedule an assessment. This is where we'll itemize all your weekly events. We would rank them in order from the most important to the least using my scoring system. Does that make sense?

Yes, second, what we're gonna do is I will take that score, and I'm going to upload it into my proven methods called "time leaks." And this will tell us the biggest impact we can make on your schedule today. Still with me?

Last, we'll set up milestone markers along the way. So even when you're done with my program, it will keep you on track for your end goal.

Now, the average person gains back 15 days of time per year. Pretty cool, right?

To get everything we just talked about and to work with me over the next year, it's just $5,000."

// CLOSE

Congratulations! Your prospect said "yes." The final three steps include:

// 01 Process the payment	// 02 Anchor to your program	// 03 Give homework

Here's a sample Close script:

"Awesome, we're all ready to go in. We'll process your payment using [insert payment processing].

So what do you think is the best part of the program?

That's great! I'm so excited for you and to work with you.

So, next steps, I want you to write down your top three weekly activities you enjoy the most. And we're going to take a look at that when we meet."

Note: Remember, GG can help you write your own sales scripts.

Handling Objections With Ease

// LOGISTICAL OBJECTIONS

Sometimes people have logistical objections to joining your program (e.g., "I'd love to join your program, but I'm going on my honeymoon next week"). Use the following examples to help you handle those objections.

Examples:

"Hey, not a problem! Let's do this, let's...

- Schedule our first call, right when you get back.
- Sign up now, and I'll give you some homework, so when you have downtime, you have something to read."

// Notes

// SMOKESCREEN OBJECTIONS

Often, prospects will give you an objection without knowing why. This is when you must step up and serve, guiding your prospect to say, "yes."

The most common smokescreen objections include:

- Time
- Doubt/Fear
- Significant Other/Spouse
- Money

When a smokescreen objection arises, you'll do three things:

1. Align
2. Isolate
3. Coach
    a. Help them to grow to become better; and
    b. Lower the barrier to entry

Here's a sample script to combat a smokescreen objection:

Example:

Lindsay is a coach who helps students ages 7-18 to learn with independence, confidence, and joy. She spoke with the parents of a 15-year-old, who said they'd love to have their son work with her, but they were worried about the cost.

"I really hear you. I understand that money is a concern, and that it's preventing you from saying, 'yes.'

If money is the objection, is that the only objection? Or is there anything else holding you back from absolutely saying, 'yes?'

I really do believe that my coaching program can help Dylan and I would love to work with him and you. And I want to make this as easy as possible for you, so what if we broke down the payments, say 20 percent now, and the rest later?"

Note: Remember, GG can help you write your own sales scripts.

Handling Objections Script

There are four steps in the process of handling objections:

// 01	Align	// 03	Coach
// 02	Isolate	// 04	Re-offer

// ALIGN

Instead of trying to argue with your prospect (which can create an adversarial relationship), align with them by coming alongside them.

Example:

Jarred is a mastermind facilitator who helps entrepreneurs to grow their brands and increase sales with advanced marketing and communication strategies.

During a sales call for his new six-month mastermind program, a prospect shared that he wanted to join but needed to check with his wife.

Jarred responded, “Yeah, I hear you. Checking with your wife makes a lot of sense.”

// ISOLATE

Get all the objections out on the table, then you can deal with them one at a time.

Example:

Jarred followed up by asking, “Besides checking with your wife, is there anything else standing in the way of you absolutely saying ‘yes,’ to the mastermind?”

// COACHING - "TELL ME MORE" TECHNIQUE

Coaching involves gaining more information about what's really preventing your prospect from saying, "yes," then you can directly respond to their objections with the elements of your program that can alleviate their concerns.

Example:

Jarred began coaching his prospect by asking, "Hey, tell me more, to see if I can help." His prospect explained that he wasn't sure his wife would want him to join the mastermind. Since his objection connected to his spouse, Jarred asked him a second follow-up, "Okay, tell me more." This prompted him to share that he had already invested in other programs with limited results, so he didn't think his wife would want to spend more money.

Jarred's response: "Okay, yeah, I get that. I really do. I know what it's like to want to be sure that we invest our hard-earned money in the right opportunities. So, let me ask you, what do you think will be different this time?"

After he responded, Jarred followed up, asking the other two questions, "What will be the outcome this time?" and "Why are you so passionate about joining my program?"

// COACHING - "THE FAST FORWARD/REWIND" TECHNIQUE

Sometimes, going through the "Tell me more…" technique is enough to coach your prospect to a "yes." Other times, they might still be on the fence. Use the following two techniques to help your prospect overcome their objections.

Example:

Jarred asked, "Hey, I get that you're still on the fence and you want to talk with your wife. Real quick, let's fast forward two years from now, and let's say you're stuck in the same situation that you are now. Now, how does that make you feel?"

Jarred paused to let him share. When he was finished, Jarred asked, "Man, I really get that. Now, let's rewind everything you know about yourself, about the program, about everything else in your life, what would the two-years-ago-version of you tell you to do, right now?"

Occasionally, your prospect will remain on the fence after the "fast forward/rewind." Use the space below to write what you will say using the ""1 to 10 scale" technique.

Example: Jarred asked, "Hey, just to make this simple, on a scale of 1 to 10, how passionate are you about this program?" After his prospect replied, he responded with, "why?"

// RE-OFFER

Before you leave your call, you will re-offer your program.

Example:

Jarred said, “Hey, after everything you heard today, are you ready to get started?”

Note: Remember, GG can help you write your own sales scripts.

// Notes

Handling Objections Roleplays

// Notes

Moving from Engagement to Sales

In this lesson, you learned how to take your engaged social media followers and transition them from the public domain into a strategy call, then a sales conversation.

// Hot Lead

Someone whose problem keeps them up all night, is in a tremendous amount of pain, and believes, beyond a shadow of doubt, that your solution is exactly what they need. These people typically engage in your posts sharing details about themselves and their stories.

// Warm Lead

Someone who might have some pain, perhaps not enough to take action. Or, they know about you, but they're unfamiliar with your solution, or unconvinced that it can help them. These people typically like or share your posts, and/or may leave neutral comments.

// Cold Lead

Someone who is not in pain or not looking for a solution. These people do not engage with your posts. Stay away from these people.

Follow these steps:

// 01	Using your social media platform, identify your "hot" and "warm" leads.
// 02	Close the distance between you and your warm and hot leads, moving them from a public comment to private DM (direct message).

Example for hot leads:

Jamal is a coach, who helps busy men and women lose 10 to 30 pounds without giving up carbs. He uses Instagram. He went through his posts, responding to everyone who had commented and shared their story, writing the following:

"Hey, [Name], I appreciate your words. Thank you so much. I have a couple of questions for you. Can I DM you?"

When they responded "Yes," he DM'd them the following:

"Hey [Name], I really appreciate you opening up and sharing with me. You know, I have an idea. Why don't we do this...do you have five minutes? Can I call you right now or in an hour? I would love to chat a bit further."

Once Jamal had connected on a call with a "hot" lead, he asked the following:

"Hey, so tell me one more time, how long have you been struggling with this?" Then he followed up with questions including "Have you looked for a solution? What happened?"

Example: A prospect mentioned they were having trouble with overeating. Jamal suggested tracking how many hours in a day they eat, and then closing their window of eating by one hour.

Your hot lead has reached their a-ha moment. Now, transition them to a sales call!

Example: Jamal said, "[Name], I'd love to go deeper with you, but we just don't have a lot of time right now. Why don't we do this? Can we jump on a Zoom call together and maybe give ourselves an hour, where I can give you my full attention? I can learn more about what's been holding you back, what it is that you ultimately want to be, do, have, and experience. And if it's aligned, I'd be very happy to tell you more about my program, and how I work with clients like you to help solve this problem. And all you have to do is tell me whether you think it's a fit or not. Either is fine. As long as we have clarity at the end of the call. My main goal here is just to give you some clarity."

Note: Remember, GG can help you write emails, comments, DMs, and more.

Let’s Talk About Sales

// Notes

Mastermind Business System 1.0

Business Skills: Financial & Legal Basics

Financials + Legal Basics

In this section of the Mastermind Business System program, you learned all about Limited Liability Corporations (LLCs), and why it's the business structure of choice for most knowledge-based businesses. It takes a lot of steps to register your LLC, but don't worry! Use this checklist to help track what you need to do to set-up your company, get your EIN, open a bank account, and more.

And remember, you're not alone! The Mastermind Law Group can guide and advise you every step of the way in opening and operating your LLC.

Review this lesson, then make sure you schedule your free consultation call with them.

Click to Schedule Your Complementary Consultation >

// Launching Your LLC: Checklist
☐ Choose a business name for your LLC
☐ Decide what state to register your business
☐ Appoint a member, manager, and registered agent
☐ Decide if your LLC will be member-managed or manager-managed
☐ Create an LLC operating agreement
☐ File your articles of organization with the state you've chosen (to register your LLC)
☐ Apply for an EIN (Federal Employer Identification Number) with the IRS
☐ Open a business bank account using your EIN number

Note: State laws on opening and operating an LLC vary, so make sure to check all legal requirements with the state you choose to do business in.

Mastermind Business System 1.0

Business Skills: The Entrepreneurial Mindset

Entrepreneurs Think Differently

// Notes

Riding the Rollercoaster of Entrepreneurship

// Notes

Rejection:
Reframing Your View

To be successful, you must change from an external locus of control to an internal one. Fill in the chart below. What is in your control? What is outside your control?

// LOCUS OF CONTROL

// Out of My Control

// In My Control

Mastermind Business System 1.0

Business Skills: Market Research Basics

Market Research 101

// Notes

Conducting Market Research

// Primary Research Methods

Primary research methods include surveys, interviews, or focus groups

// Secondary Research Methods

Secondary research methods include existing studies from known market research firms, industry associations, journals, and academia. Google Scholar is a great source for identifying academic research reports.

Social listening tools include Hootsuite, Buzz Sumo, Google Analytics, and Answer the Public.

Reminder! Always record your interviews, but ask for permission from the interviewee first. Then upload your interviews to GG, who can help analyze and identify key findings

// Notes

Now What? Analyzing and Acting on Your Data

The Three Pillars of Competitive Analysis are Collect, Analyze, and Act.

Keep these questions in mind when researching your competition:

// 01 **Who are your competitors?**

// 02 **What products and/or services do your competitors offer, and what are the price points?**

// 03 **What marketing tactics do your competitors use?**

// 04 **What do the customer reviews say about your competitors?**

// 05 **What are your competitors missing, or what gaps do you see in your competitors' businesses or offerings?**

// 06 **What trends and patterns do you notice in your competitors' data?**

// 07 **Based on what you've learned about your competitors, what action can you take to stay ahead of them?**

Note: Remember, GG can help you determine how you can put your data into action in your business.

// Notes

Mastermind Business System 1.0

Attracting Clients

The Wagon Wheel of Marketing

The Wagon Wheel of Marketing shows all the possible ways you can drive people to your offer. Before you move forward in this section, you will identify ONE "spoke" to start with:

- Attracting Clients via Networking
- Attracting Clients via Social Media
- Attracting Clients via Meta Ads (advanced)

Eventually, you will add additional spokes. But for now, you will start with just one.

Mastermind Business System 1.0

Attracting Clients via Networking

Your Warm Network: Where it All Starts

Here's an example of a short email you can send to connect with a member of your warm network to tell them about your new program:

Subject: Quick chat to catch up?

Hi Derek,

It was great to see you at the kids' baseball game last weekend. I'd love to grab 5-10 minutes with you to catch up. I want to hear about that vacation you were talking about! Also, as I mentioned, I just started a new coaching business and wanted to get your input on how I'm positioning it.

Let me know if you have a few minutes to spare. See you at the ballfield!

Best,
Abigail

Note: GG can help you draft email invites to your warm network.

// Notes

// Here's an outline of a five-minute "connection call:"
Greeting and Small Talk (1 minute)
• Warm Greeting
• Personal Check-In
Transition to Your Update (1 minute)
• Brief Personal Update: "I recently started a new business [insert Solution Statement]."
Share Your Excitement (1 minute)
• Highlight Key Points: "I'm really passionate about [aspect of the business] because [reason]."
• Share a Success: "One of the things I'm most proud of is [brief success story or achievement]."
Open the Door for Referrals (1 minute)
• Non-Salesy Ask: "Do you know anyone who might benefit from [your business offering]?"
Wrap-Up and Gratitude (1 minute)
• Thank Them: "Thanks for taking a few minutes to chat with me, I really appreciate it."
• Stay Connected: "Let's stay in touch. If you ever need anything or if you come across someone who might be interested, just let me know."
• Warm Close: "Take care and let's catch up again soon!"

Note: Remember, GG can help you write your own emails and call scripts.

Networking at Live Events

Put yourself in the mindset of your ideal client.

- Where do you congregate online and off?
- What software programs do you use?
- What seminars or conferences might you attend?
- What Meetup.com events would interest you?
- What clubs or organizations do you belong to?

Use the answers to these questions to brainstorm places and events where your ideal client can be found.

Note: Remember, GG can help you brainstorm where you can find your ideal clients.

// Notes

Your Networking and Referral Powerhouse

Use these questions to assess your referral conversion rate:

// 01 **How many people do you ask for a referral on a weekly basis?**

// 02 **How many referrals did you receive last week? What was your conversion rate?**

> **Example:** If you ask 20 people for referrals weekly and you receive 10 referrals, you have a 50 percent conversion rate.

// 03 **Of the referrals you received, how many meetings, or sales conversations, did you hold?**

// 04 **How many sales came from those referrals? What was your conversion rate?**

> **Example:** Let's say you received 10 referrals, and you held 10 meetings. If you sold to three people, that's a 30 percent conversion.

// The Three Be's of Referrals:		
// 01 Be memorable	// 02 Be of service	// 03 Be courageous

As you brainstorm your list of potential referrals, think about the following:

// 01 **On social media, who could you reach out to for referrals?**

// 02 **On social media, what groups are your contacts spending time in?**

// 03 **On social media, what groups might be adjacent to your ideal client?**

> **Example:** Say you're a mastermind facilitator who helps marketing professionals increase their company's brand awareness with authenticity, and you use LinkedIn. You could join a sales group. The members might not be your ideal client, but they might be a potential connection for you.

// 04 **Who do you already have connections with who you can ask for referrals?**

// 05 **Who do you know who has a massive phone or email contact list that you could ask for referrals?**

// 06 **What local community organizations or groups could lead to referrals?**

Networking:
The Five Asks

The Five Asks detail when and where you should ask for referrals. The Five Asks are:

// 01	General outreach (e.g., your phone/email contact list, social media platform connections, in-person at an event, etc.)
// 02	After a sales call
// 03	After a client success
// 04	After an extended period of time
// 05	Follow-up asks

// 1: General Outreach

Sample of a General Outreach: “Hey, I was wondering…I’m looking to make as big an impact as I can on [insert ideal client[, helping them to [insert problem/pain point]. I was wondering if you know of anyone who I might be able to serve, or who could benefit from my program?”

// 2: After a Sales Call

Sample of a Post-Sales Call Outreach WITH a successful sale: “Thank you for joining me in this program. I’m so excited for the outcome that you’ll receive. I’m curious, is there anyone else you know who might also want to come on this journey, who might also want to experience this outcome for themselves, and who it might also make sense for us to get in touch with?”

Sample of a Post-Sales Call Outreach WITHOUT a successful sale: “Hey, you know what? I know this solution wasn’t the right solution for you today, but I’m curious, do you know anyone who might need or could use my help?”

// 3: After a Client Success

Sample of Outreach After a Client Success: "Congratulations on [insert success]. I'm so excited for you to reach this, and I'm so glad you have had this [insert success]. I'm curious, is there anyone you know who might also be struggling with the same thing, and who might need our help to achieve the same outcome, or who might want to come on this journey with us?"

// 4: After an Extended Period of Time

There are three types of people to reach out to after an extended period of time:

1. People who you could easily be in touch with more frequently
2. People who gave you past referrals
3. Based on your unique business

Consider connecting after the following intervals:

- 30 days
- 60 days
- 90 days
- 120 days

Sample Outreach to someone who has given you a referral in the past, but it's been awhile since their last one: "I really appreciate the referral you sent to me [insert when]. We had great success, and here's what we accomplished [insert their successes] in our program. I'm just curious, in the last 60 or 90 days, have you come across anyone who would also be a good referral and benefit from my program?"

// 5: Follow Up

The timing for a follow-up referral ask is:

- After a client makes a purchase
- After a course, session, or some type of completion
- After a recent contact

Sample Follow-Up Outreach to a client who just purchased from you: "I appreciate you purchasing my [insert program]. I was curious, is there anyone else you might know who would also benefit from the outcome and impact I'm looking to have?"

Sample Follow-Up Outreach to a client who completed a course/session/or anything related to your program: "Congratulations on completing the [insert completion] [insert length of time] ago. I was curious, do you know anyone else who might also benefit from my program?"

Sample Follow-Up Outreach to a new connection: "It was so great connecting with you the other day. I forgot to ask...do you know anyone who might benefit from my program?"

Note: Remember, GG can help you write your own follow-ups for any of the categories above.

// Notes

Making Referrals a Win-Win-Win

To calculate your cost to acquire your client (CAC), you will need the lifetime value (LTV) of your client — or how much they are worth over the entire business relationship.

// How to Calculate LTV

Here's a simple example. If your business sells coffee subscriptions and your average customer:

- Spends $20 per purchase,
- Buys once a month,
- Remains a customer for 3 years,

Then, the LTV would be:

LTV = $20×12×3 = $720

Now, to calculate your CAC, answer these questions:

// 01 **What is the average lifetime value (LTV) per customer?**

// 02 **What is the profit you want to earn?**

// 03 **What is your cost of doing business?**

Examples: Overhead, software, assistant/employees, etc.

// 04 **Subtract the profit you want to earn and your cost of doing business from the LTV. What is your CAC (i.e., how much money is left over)?**

CAC = LTV - PROFIT - COST OF DOING BUSINESS

The resulting CAC is the maximum amount of money you can spend to acquire a customer and cover costs and profit.

Referral Rewards Brainstorm

The eight best ethical bribes include:

// 01	Group discount
// 02	Client loyalty ladder
// 03	Prize/giveaway
// 04	Shout out/mention
// 05	Percentage or dollar discount per referral
// 06	Exchange of services or product
// 07	Free tools and/or information
// 08	Throw a party

Note: Remember, GG can help you brainstorm great referral rewards for your business.

// Notes

Mastermind Business System 1.0

Attracting Clients via Social Media

Client Attraction on Facebook

Content
coming soon!

Instagram Attraction: The Who and the What

Before posting on Instagram, answer these questions:

// 01 **Who, or what niche/subgroup, are you posting for?**

// 02 **To help you clearly identify your niche/subgroup, answer the following demographic questions:**

a. What is the age range of your group?
b. What is their marital status?
c. What is their religious background?
d. What is their level of education?
e. What is their tax bracket?

// 03 **What is the specific topic that you will address in all of your feed posts?**

Examples: Your reels, carousels/slideshow, or static image you post to your main profile.

// 04 **Brainstorm some Instagram stories that you can post, showcasing your uniqueness, opinions, hobbies, interests, or passions. (Remember, your Instagram Stories are for everything not niche related.)**

Note: Remember, GG can help you brainstorm and write Instagram posts and scripts for IG Reels.

// Notes

Instagram Attraction: The ABCs of Your Perfect Profile

The ABCs of optimizing your Instagram profile are:

// A **Attention-grabbing profile picture**

Use this checklist to help you create an attention grabbing profile picture:

- ☐ Very close-up, well-lit selfie of your face that shows your eyes
- ☐ Show your eyes and a smile
- ☐ On a solid background color, nothing distracting or messy

// B **Bio or beginning**

A one- or two-sentence bio.

// C **Concise**

CONCISE explanation of why your ideal client should follow you (e.g., do you have credibility in coaching XXX amount of people; certification or qualifications; personal experience, etc.).

// S **Searchable**

Use words your ideal client will recognize (your ideal client will search for your title, not your name!).

// Notes

Instagram Attraction: Growth Strategies Pt. 1

// Share-Worthy Content

The types of content that get the most shares include:

// 01 Emotional and inspirational including:

- Powerful quotes
- One liners
- Motivational reminders said in a unique way

// 02 Relatable, entertaining, or funny content, especially:

a. Memes (i.e. little jokes or static images, clips from favorite movies or t.v. show that when someone sees it they say, “wow, that’s me!” or “wow, that’s me and my partner/spouse!” or “Wow, that’s so you [friend].”)

// 03 Controversial or thought provoking posts for your niche including:

a. An unpopular opinion
b. A divisive topic

// 04 Timely or trendy topics in your niche including:

a. A big announcement from a company in your niche
b. A bold statement made by a popular influencer in your niche
c. A pop culture reference (e.g., the Super Bowl)
d. Breaking news in your niche

Remember...

On average, one share equals 400 additional views.

Note: Remember, GG can help you write you create content your audience will love!

// Hyper Consistency

The four strategies to by hyper consistent with your Instagram posting include:

// 01 **Be clear on your goal for your account.**

// 02 **Be honest about how many posts per day you can sustain, then challenge yourself to go beyond it a little.**

// 03 **Schedule your posts in advance through your Mastermind Business Hub.**

// 04 **Upcycle your content. Every 90 days, use the following checklist to help you determine how you can upcycle (post immediately or recreate) your previous content. Consider if you can:**

- [ ] Simply repost
- [ ] Rework the caption
- [ ] Add a new hook
- [ ] Swap out the call to action
- [ ] Add a new song in the background

// Notes

Instagram Attraction: Growth Strategies Pt. 2

Examples of Negative Hooks:

- "Don't do [blank]"
- "Stop doing [blank]"
- "Avoid [blank]"

Examples of Neutral Hooks:

- "Here are 7 tips to [blank]"
- "Here are 3 ways to become a better [blank]"
- "Here are 2 tips to [blank]"

Examples of Positive Hooks:

- "If you want to [blank], keep listening"
- "If you want to [blank], I'm going to share these tips"

Note: Remember, GG can help you write you come up with all kinds of engaging hooks.

Use the following checklist to help you **boost engagement:**

- ☐ Vary your hooks, using more negative ones, while occasionally posting neutral and positive too.
- ☐ Try to keep hooks between six and eight words long.
- ☐ Keep hooks to a fifth grade reading level (use GG to help!)
- ☐ Always end with one clear, simple, and direct call to action (CTA).
    - ☐ Tip! Once you've finished your post ask yourself: "What is the most likely action people are going to take after watching this video?" Then ask them to do it directly.
- ☐ In your CTA, give people a reason why they should take that action. Examples:
    - ☐ "If you can relate to this post, share it."
    - ☐ "If you like more content like this, make sure to press the like button."
- ☐ Put your call to action in your content, the video, image, or carousel (not in the caption)
- ☐ Reply to all real comments with a follow-up question.
- ☐ For your sales posts, use the following DM (direct message) engagement strategy:
    - ☐ For your CTA use: "Comment the word, 'coach,' and I will send you a special discount code for my upcoming 'mastermind.'" then for everyone who comments:
        - ☐ DM them directly or
        - ☐ Use DM automation to automatically send them what you're selling

Mastermind Business System 1.0

Attracting Clients via Meta Ads

(Advanced Technique)

Creating Your Ad Copy

Use the following checklist to guide you through creating the messaging and copy for your Meta ad scripts.

- ☐ Log into your Gmail account and open Google Docs.
- ☐ Log into your Mastermind account and open GG.
- ☐ Make a copy of the "Mastermind.com Prompt Sequence" doc and paste it in a Google Docs.
- ☐ Make a copy of the "My Meta Assets and Resources" doc and paste it in a Google Docs.
- ☐ **Copy and paste Prompt 1** ("Comprehensive and Robust Outline for My Business") and a brief summary of your ideal client, high-level outcome, program, and a lead magnet outline into GG, then copy and paste the summary from GG into the "My Meta Assets and Resources" doc you created in Google Docs.
- ☐ **Copy and paste Prompt 2** ("My Ideal Customer and Their Decision-Making Process") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 3** ("Weaknesses and Strengths to Overcome Them) into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 4** ("Framework for Addressing Weaknesses and Highlighting Strengths") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 5** ("Ad Concepts") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 6** ("UGC Video Ad Scripts") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 7** ("Ad Copy Outlines for each UGC Ad Script") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 8** ("Expanded and Content-Rich Ad Copy") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 9** ("Landing Page Outline") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 10** ("Landing Page Sales Prompt") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 11** ("Video Sales Letter Script") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ **Copy and paste Prompt 12** ("Crafting Engaging Viral Hook Variations for Your Ads") into GG, then copy and paste GG's summary into the "My Meta Assets and Resources" doc.
- ☐ Remember to format GG summaries as needed.
- ☐ Remember to create visuals using images you take or by getting them from sites such as pexels.com, shutterstock.com, or istock.com.

Filming Your Ads

Use this checklist to help you to film your ads:

- [ ] Download the Teleprompter app from the app store onto your phone.
- [ ] Open the app, and on the bottom right click on, “Write New Script.”
- [ ] Copy a script from your “My Meta Assets and Resources,” which you created in the previous lesson, and paste it in the Teleprompter app.
- [ ] Edit the script removing the hook and call to action. Format the script to make it easier to read (e.g., add spaces between sentences, make the text bigger, etc.).
- [ ] Record your script (hit the red record button on the bottom right). (Hint: Be sure to grant access to the app first.)
- [ ] When you’ve finished recording, hit “Share” and “Save to Camera Roll.” This will save your ad to your “Photos” on your phone.
- [ ] Upload the ad to your computer.
- [ ] Repeat this process with every script you created with GG.

// Notes

Setting Up Your Facebook Business Page

Use this checklist to walk through the process of setting up your Facebook business page:

- ☐ Log-in into your personal Facebook account.
- ☐ Create a new page. (Use the name of your business or program.)
- ☐ Complete the category and bio section. (For the bio, use your Solution Statement.)
- ☐ Add your business website, phone number, email, and address.
- ☐ Add a photo and cover photo.
- ☐ Customize the action button (optional).
- ☐ Invite friends.
- ☐ Turn on notifications (optional).
- ☐ Post content.

// Notes

Setting Up Your Meta Business Manager Account

In this lesson, you'll create your Meta Business Manager account. Use the checklist below to walk you through the process.

- ☐ Go to business.facebook.com and create an account (rather than log-in with Facebook or Instagram.)
- ☐ Create your business account in Business Manager, include your business name, your name, and an email you control and can use for verification.
- ☐ Edit/add your business information.
- ☐ Add your Facebook business page. (Go into your Meta Business Manager account, not your Meta Business Suite, and into "Business Settings" to add the page you created in the previous lesson.)
- ☐ Set up a Meta Business Manager Ad Account, and select who this ad account will be used for. (Choose "My Business," unless you're an ad or marketing agency managing client accounts.)
- ☐ Go to "Account Overview" to get set up to run ads and:
  - ☐ Add a payment method.
  - ☐ Verify email address.
- ☐ Add your Instagram account. (If you don't have one, we recommend setting up one.)
- ☐ Add your WhatsApp account (optional).
- ☐ Add and test Pixels
  - ☐ Go to "Pixels" or "Datasets" and click the "Add" button.
  - ☐ Name the dataset.
  - ☐ Assign access and give full control to yourself.
  - ☐ Click "Open in Events Manager" to finish setting up the pixel.
  - ☐ Click "Set-up Meta Pixel" and click "Install code manually."
  - ☐ Hit "Copy Code," then "Continue, and turn on "Automatic Advanced Matching."
  - ☐ Return to "Pixel Overview."
  - ☐ Take the Pixel code you copied, and paste it into the header of your sales landing page.
  - ☐ "Test Events" to ensure you've correctly installed the pixel code and its sending and receiving data.
    - ☐ Return to "Back Up Pixel" in "Data Sets" and go to "Test Events" and "Confirm your website's events are set up correctly," then enter your sales landing page URL.
    - ☐ Return to the "Test Events" page to confirm activity.
  - ☐ Track other pixel conversion events (beyond page views).
    - ☐ Return to "Back Up Pixel," go to "Settings, open "Event Setup Tool," and type in your landing page URL.
    - ☐ Hit "Track new button" and select any conversion events you wish to track on that button (e.g., Add to Cart, Initiate Checkout, Lead, Purchase, Add Payment Info, Add to Wishlist.)
- ☐ Set up two-factor authentication (in "Business Info", under "Business Settings" in Meta Business Manager).

Launching Your First Campaign

Use this checklist to guide you through creating your audience, campaign, and ad in the Meta Business Manager Ad Manager:

// Create an Audience

- [ ] "Create a Saved Audience," consisting of three to 10 million people. (Go "Create audience," under the "Audiences" tab.)
  - [ ] Click on "Create a Saved Audience" and add the audience name.
  - [ ] Add location, age, gender, language targeting. (Hint: Go broad rather than narrow.)
  - [ ] Add more detailed targeting (e.g., job title, interests, behaviors, etc.). (Once you've identified one detailed target, click "Suggestions" to get more interests or demographic recommendations from Meta.)
  - [ ] "Narrow audience" if the estimated audience is too large.
- [ ] Create a second saved audience of 50 million people.
- [ ] Create a custom audience (e.g., all website visitors in the past 30 days, all purchases in the past 30 days, anyone who engaged with your Facebook/Instagram accounts, etc.).
  - [ ] Optional: Create a custom audience using your customer list/data and export it as a CSV or TXT file to Meta. (You must have at least 100 customers with a Meta account for this, so your customer list should be between at least 250 to 500 customers.)
- [ ] Once you create your custom audience, create a lookalike audience. (Start with one percent lookalike.)

// Notes

// Create a New Ad Set

- ☐ Go to the “Campaigns” tab to create your new sales campaign.
- ☐ Select “manual sales campaign,” and add your campaign name and details.
- ☐ Set up your Ad Set by going to “Ad Set Name” then:
  - ☐ Select “Conversion location.” (Website.)
  - ☐ Select “Performance goal.” (Maximize number of conversions.)
  - ☐ Select the “Pixel” you want to use.
  - ☐ Select “Conversion event” (Purchase.)
  - ☐ Set your daily budget. (Spend a minimum of $20 per day.)
  - ☐ Select your start time and date. (Don’t include an end date. Instead, toggle the ad on/off.)
- ☐ Select your audience (e.g., a saved audience you already created, a custom audience, add an exclusion, etc.). (Go to “Switch to original audience options” (under “Advantage+ audience”) and select “Use original audience,” then select your audience.)
- ☐ Name your “Ad Set Name.” (Use the audience type you selected.)
- ☐ Leave on “Advantage + placements.”

// Create an Ad

- ☐ Create an ad name, and select the identity (e.g., Facebook, Instagram).
- ☐ Create your ad (under “Ad setup”) by clicking:
  - ☐ “Create ad”
  - ☐ “Manual upload” (under “Creative source”)
  - ☐ “Single image or format” (under “Format”)
  - ☐ “Add media” (under “Ad Creative”) and “Add video.”
  - ☐ Then upload your video.
- ☐ Select your “aspect ratio.”
- ☐ Select “All optimizations.”
- ☐ Return to the “My Meta Assets & Resources” document and copy the ad messaging you wrote for the video, then paste it in, “Primary text (1 of 5)” in Meta. (Hint: Add spaces to make it easier to read.)
- ☐ Add a headline (e.g., a viral hook from your “My Meta Assets & Resources,” one you create, etc.).
- ☐ Add a description.
- ☐ Add a “Call to Action.” (Opt for “Learn More.”)
- ☐ Under “Destination” paste your website URL.
- ☐ Hit “Publish” to make your ad live.

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Your First (or Next) Launch

Your Launch:
The Offer

// Some key parts of your offer might include:			
// 01	Blueprint	// 03	Innovation
// 02	Immersion	// 04	Implementation

// Your blueprint might be called:	
• Assessment	• Meet them where they are
• Model	• X day jumpstart
• System	• "From beginners to experts"
• Process	• "Nothing held back"
• Proven practices	

Example: The Mastermind Business System is a blueprint.

// Your immersion might be called:	
• Education	• Immersive - Interactive
• Entertainment	• "Go all in"
• Community	

Example: The 3-Day Mastermind World Summit is an immersive event.

// Your innovation might also be called:

• One step ahead	• Accelerator
• Unfair advantage	• Off the blank page
• Repetition	• Go deeper, faster
• Cutting edge	

Example: Your hot seats with GG are a “one step ahead” innovation.

// Your implementation might also be called:

• Implementation	• Build / scale your XXX
• Build your XXXX	• Plug and play innovation
• Pre-built XXXX	• Winning formula
• Pre-written XXXX	

Example: The Mastermind Business Hub is implementation.

// Notes

Your Launch:
The Big Picture

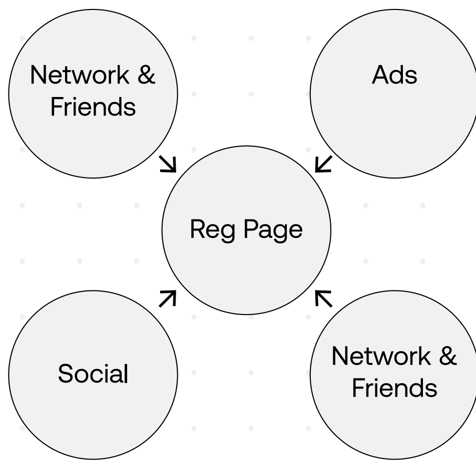
// STEP 1

Start

PRIMING

- Plant Seeds
- Create a Buzz
- "Have You Heard"
- "I Want to Share"
- Overcome The Block
- Value In Advance

// STEP 2



- Invitation
  - Social
  - Email / Texts
  - Ads

• OMNIPRESENT

21 - 14 Days out
(send more as closer to event)

// STEP 3

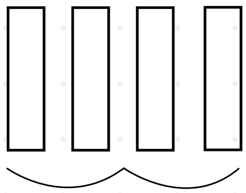
**VIP
UPSELL
+
BUMPS**

- $1 | 30 Days
- Build Together
- Access to Platform
  - AI Builder
  - Tony - Dean

VIP UPGRADE

- Zoom
- Q&A
- Keep It

// STEP 4



- Pre - Event Value
- Overcome Fear
- ANCHOR
- Value
- Tease
- Push VIP
- Invite Friends

// STEP 5

THE EVENT

Emotional

ONE DAY EVENT
120 MINUTES
TO 5 HRS
- ACCORDIAN -

- Intro & Meet them
- Epiphany or Heros Journey
- Shift Belief & Fears
- Why This, Why Now
- Social proof / Yours or Others
- Problem / Solution
- Offer / benefits
- Urgency

// STEP 6

CLOSEDOWN

Logical

Optional

Replay Day	FAQ Day	Social Proof Day	24 Hr + Closedown
Email	Email	Email	Email

(Logical Buyers)

- Omnipresent
- 2nd most important time
- Get Creative
- Add a bonus

// The key elements to your launch include:

// 01	Seeding	// 04	Pre-event value
// 02	Omnipresent marketing	// 05	The event
// 03	Order bump and upsell	// 06	Close down

// STEP 1: SEEDING (approx. 30 days out)

Use the following checklist to help you start seeding and creating some buzz about your event with your family, friends, and people on social media:

- ☐ “Have you heard...”
- ☐ “I want to share...”
- ☐ “Overcome the block”
- ☐ “Value in advance”

// STEP 2: OMNIPRESENT MARKETING (approx. 21 to seven days out)

Use this checklist for omnipresent marketing, so you can be everywhere, recruiting people for your live launch. Remember, if you're starting out, you only need to pick a couple of channels and add as you grow comfortable and your business expands.

- [ ] Network and friends
- [ ] Social media
- [ ] Emails and texts
- [ ] Ads
- [ ] Affiliates, press release, PR, podcasts (advanced)

// STEP 3: UPSELL AND ORDER BUMP (optional)

If you're going to use an upsell, explain what you will offer and how much it will cost.

Examples:

- A 30-day trial of [insert program] for $1. After one month, you can keep it for [insert cost].
- VIP upgrade. After the live event, VIPs can do exclusive hot seats or Q&As with you.
- Keep the training for life
- Extra bonus training
- Schedule a coaching call

"Hey, if you'd like to upgrade to VIP, I'll schedule a call with you after the live event for just $97."

// STEP 4: PRE-EVENT VALUE

Use the following checklist to help you determine what pre-event value you will create and send via email or share on a social media group with everyone who has registered:

- [ ] Overcome their fear
- [ ] Anchor them to the launch
- [ ] Give them value
- [ ] Tease what you're going to share during the launch
- [ ] Encourage a VIP upgrade
- [ ] Have them invite their friends

// STEP 5: THE EVENT

See “Your Launch: The Big Day” for details.

// STEP 6: CLOSE DOWN

Use the following checklist to help you close down the live launch:

- [ ] On day 1 after the event, send out an email with the replay on the next day.
- [ ] On day 2 after the event, Send a FAQ email, video, or go live to answer questions the day after you send the replay.
- [ ] On day 3, after the event, send a social proof video, or write a story about one or more people who have bought your program and had their lives completely changed. (Optional)
- [ ] Send emails announcing the close of your program including “It’s closing in XX hours.”
- [ ] For your buyers, give them a clear path on what’s next
- [ ] For your non-buyers, give them some love (e.g., free training or recording, etc.).

Note: Templates provided in your Mastermind Business Hub!

// Notes

Your Launch: The Big Day

// The parts of your first launch include:			
// 01	Open	// 06	Sales Break
// 02	Story	// 07	FAQs
// 03	Teach	// 08	Teach
// 04	The Bridge	// 09	Emotional Re-Pitch
// 05	Offer	// 10	Final Goodbye

// OPEN (approx. 10 minutes)

The opening includes the following elements:

• Welcome	• Why this thing
• Hook	• Why now
• Enter the conversation	• Slay dragons
• Big promise	• What is the outcome
• Why you're doing it	

// YOUR STORY (approx. five to 15 minutes)

// 01 Choose one of your stories from the "Story, Teach, Tool" framework, then use the space and checklist below to write the story you will share during your first launch. Your story should show:

☐ Your authority	☐ Let them see themselves in you
☐ Your journey	☐ Why you to "I'm glad I'm with this person"
☐ Make your ideal audience a part of the story (advanced strategy)	☐ Transition to teach

// TEACH (approx. 60 to 80 minutes)	
For teach, the core elements include:	
• Three secrets	• Dramatic demonstration
• Breakthrough	• Social proof
• Interact	

// THE BRIDGE (approx. three minutes)	
The bridge includes the following elements:	
• Confidence up	• Gonna need help
• Tip of iceberg	• You have to do the work but NOT alone

// OFFER
The offer includes:
☐ Outline the parts of your offer
☐ Identify the benefits/outcomes for each part
☐ Include at least one bonus
☐ Include one risk reversal (e.g., “If after 30 days you’re not satisfied with your investment, email me, and you’ll get your money back no questions asked.)
☐ Create real urgency/scarcity

// SALES BREAK (approx. seven to 10 minutes)	
For your sales break, you can use the following elements:	
☐ FAQs	☐ Short commercial
☐ Social proof	☐ Just seen and countdown timer
☐ Product shot/order info	

// FAQS

The core element during the FAQs include:

- Answer the top questions
- Congratulate the "yes's"
- Consider bringing up someone who has a great question or already bought

// TEACH (approx. 60 minutes)

Tip!

"I Heard You…" Content

During your Sales Break, look at your chat to see if there are common questions or areas of interest that you can address during this teaching section. Then you can say, "Hey, I heard you when [insert what you heard]"

// Emotional Re-Pitch

The core elements for your emotional re-pitch include:

• Make offer again on one slide	• Create more urgency
• Offer from the heart & head	• Maybe offer an "I heard you…" bonus
• Address emotional and logical buyers	• Spend five to 10 minutes on the last chance enrollment

// Final Goodbye

The core elements during the final goodbye include:

• Thank them	• Show your heart
• Share your why again	• Goodbye
• Don't let this be the end	• 10 minute countdown screen
• Look forward to what's next	

Mastermind Business System 1.0

Your Profitable Webinar Formula

Your Profitable Webinar: Overview and Intro

// The 12-step framework for a profitable webinar includes:			
// 01	Hook	// 07	Transitions
// 02	Pain	// 08	Offer
// 03	Excite	// 09	Price
// 04	Position	// 10	Bonuses
// 05	Paradigm	// 11	Risk
// 06	Mechanisms	// 12	Scarcity

// Planning Your Webinar (Timing)

Step(s)	Length of time (approx.)
Step 1 through 4 (hook, pain, excite, position)	Five to 15 minutes
Steps 5 and 6 (paradigm and mechanisms)	45 to 60 minutes
Step 7 (transition)	Three to five minutes
Steps 8 through 12 (offer, price, bonuses, risk, scarcity)	Fifteen minutes
Q & A	As long as you want/need

For a profitable webinar, you will need:

- [ ] A presenter (typically, you)
- [ ] Slides (e.g., PowerPoint, Google Slides, Keynote, etc.)
- [ ] A platform (e.g., Zoom)

// STEP 1: HOOK

Example: Five-question T/F pop quiz.

// STEP 2: PAIN

When addressing the pain portion in your webinar, consider the following challenges facing your ideal client:

• Environmental/external challenges	• Enemies
• Excuses	• Fears
• Limiting beliefs	• Small self-talk
• Complaints	• Commitments
• Obstacles	• Accountability

// STEP 3: EXCITE

To excite people, you must show them the benefits and outcomes they will receive when they say "yes" to your offer. Remember:

• A feature is what it is.	• An outcome is how it changes your life.
• A benefit is what it does.	

The most effective techniques to excite people on a webinar include:

- Showing "blind bullet points" that list the benefits and outcomes without showing them how it's done.
- Making things so easy that they would feel stupid not doing them.
- Instant gratification and making things so quick that they can get a result tomorrow, not next year.
- Speaking to their "why" and what they aspire to be in life, what that could look like, and bringing that into the present.

Feature > Benefit > Outcome Translation

When you look at something, ask yourself: Is this a feature, benefit, or outcome?
If it's a feature, turn it into a benefit.
If it's a benefit, turn it into an outcome.

Example: The feature would be a webinar. The benefit is that it can often make you more money than other things you could do. The outcome is you never have to look at a price tag again when you go shopping.

// STEP 4: POSITION

There are the two things you need to position to your ideal client:

// 01	**You:** How you are uniquely qualified to solve this problem for them.
// 02	**The opportunity:** Why it's hot; why it needs to be done now; why other people who try to do this the normal way will fail, and why your specific approach to the opportunity is going to be the difference between their success and failure.

To position you and the opportunity, you will draw from the following:

• Proof	• Story
• Motive	• Niche down and narrow the focus onto something very specific
• Analogy	

Note: Link to Jason's sample slide deck here.

// Notes

Your Profitable Webinar: Content and Close

Note: This lesson covers the second half of the Profitable Webinar Formula, steps 5-12.

// STEP 5: PARADIGM

There are three techniques you can use to help shift your ideal client's paradigm, creating an "aha" moment that makes them more receptive and excited about how you can help them.

// 01	Show the manual, sell the automatic.
// 02	Small results now are better than bigger results later.
// 03	Getting in on the ground floor of a change or disruption in your industry.

// STEP 6: MECHANISMS

Identify the three to five vital areas that you can teach that will give your ideal clients the results or outcomes they want.

// STEP 7: TRANSITION

For your transition, you will use a three-step process:

// 01	Recap what you've already shown on the webinar.
// 02	Show your ideal clients that you've empowered or impacted them as a result.
// 03	Give them the "two choices close."

// STEP 8: OFFER

Lay out the core parts of your offer, why each matters, and the outcomes they will create for your ideal client. (Note: This isn't the full offer, but the specific few things that your ideal clients will think they're paying money for.)

// STEP 9: PRICE

Your price includes the high number you will start with for pricing, the number you will drop it to next, and then the final drop.

// STEP 10: BONUSES

The different modalities that make great bonuses include:

Trainings which can include:

- Trainings which can include:
    - Recordings of other trainings or programs
    - Interviews with successful people
    - PDFs
    - Live calls done in the future
- Templates (fill in the blank materials)
- Coaching (e.g., this could be a third-party coach who offers X personal coaching sessions)
- Community
- Service
- Software (yours or someone else's)
- Upcoming live events
- Alongsides (i.e., where you do it next to them and document it, so you can cheer them on)
- Combos (e.g., you take a training, a template, and free coaching and you combine them)
- Conditional (e.g., "Once you reach 10,000 in sales, we'll do a free consultation together.")

// STEP 11: RISK

The types of guarantees you can offer include:

// 01	Unconditional money back	// 04	More than money back (advanced)
// 02	Three guarantees (advanced)	// 05	You're in or you're out
// 03	Conditional money back		

// Ignite!

If you're ready for an advanced technique, consider offering a more than money back guarantee.

// STEP 12: SCARCITY

There are three types of scarcity that will influence and persuade your ideal client to act. These scarcity techniques will take effect after a certain period of time or a certain quantity is sold, including:

// 01	The price goes up, and/or	// 03	The offer expires.
// 02	Bonuses go away; and/or		

Note: Link to Jason's sample slide deck here.

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Glossary of Terms

The world of business can be a bit confusing, especially if you're not familiar with the terminology. We've create an online glossary of terms you can refer to at any time.

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