

# WHAT IS A KENNEDY STUDY & MASTERMIND GROUP?

## *5 Beneficial Business-Building Experiences In 1 Program!*

1. Facilitated, Accelerated Learning & Application Of Kennedy Marketing And Business Success Strategies
2. Friendly Accountability & Encouragement
3. A Mastermind Group Experience: Creative Thinking Multiplied
4. Peer Advisory: “Sounding Boards”
5. Opportunity For Co-Operative Alliances With Other Local Businesspeople

# **1: Facilitated, Accelerated Learning & Application Of Kennedy Marketing And Business Success Strategies**

***The Problems with trying to improve your advertising, marketing, sales and business strategies on your own....***

- Never finding the time to focus on this
- Not having a path and a guide....floundering with too many disconnected and disorganized ideas
- Takes too much time to pour through hundreds of books and courses
- Change is hard; too easy to fall back into comfortable habits
- Feeling like an “odd duck,” resistance or criticism from others

... continued

***By participating in the Kennedy Study Group & Mastermind Meetings, you gain...***

- **Forced focus:** at each meeting, all cellphones are off, all distractions at bay, you are in a protected time, place and environment with a group of people focused entirely on “what can we do to improve our businesses”
- **A capable guide** – the Certified No B.S. Business Advisor – leading you along an **organized, proven path** to progressive, positive improvements
- **High-Priority Curriculum:** a series of EXCLUSIVE mini-lesson DVD presentations by Dan Kennedy, supported by Hand-Outs; Examples; and selected Reference Material.....condensed, concise, designed for immediate practical application
- **Coaching** – every top performer uses “coaches,” from Arnold Palmer to Tiger Woods to CEO’s and entrepreneurs...to “push” them about change. Your Certified No B.S. Business Advisor has been trained and certified and receives continued training in effective coaching techniques, based on Dan Kennedy’s 30 years’ experience coaching entrepreneurs to breakthroughs in business, income and wealth
- **Group Reinforcement** – anytime you attempt change in your business, you’re bound to encounter skepticism, resistance, criticism and procrastination from others around you.....now, finally, you’ll have a group of like-minded, progressive business owners successfully applying the same ideas to strengthen the courage of your convictions

# Why A Kennedy Study Group?

***DAN KENNEDY has probably had more positive impact (producing specific, dramatic income increases) for more business owners in America than anyone.***

- 9 Years on SUCCESS tour with Zig Ziglar, Brian Tracy, Tom Hopkins, legendary and consultants in nearly 100 different niches, industries, businesses and professions, reaching well over 1-million business owners a year....Dan is ‘the consultant to the consultants’
- **Reviewed a 30-year body of work to select** entrepreneurs like Jim McCann (1-800-Flowers), Debbi Fields (Mrs. Fields Cookies) addressing **over 540,000 people a year**. Only marketing expert to appear on these programs.
- His books on **INC. MAGAZINE’s** list of ‘100 Best Business Books,’ **BUSINESS WEEK MAGAZINE’s** Bestseller List....his five “No B.S.” books published by **ENTREPRENEUR MAGAZINE’s** publishing company
- His NO B.S. MARKETING LETTER the largest circulation, most popular paid subscription newsletter devoted to direct marketing strategies for all businesses
- **Highest paid direct-response consultant, strategist and copywriter** in the country, routinely paid upwards of \$100,000.00 per project (plus royalties), no less than \$9,800.00 per day....with over 85% of all clients hiring him once doing so repeatedly
- **Thousands of testimonials** citing specifics from owners of over 250 different kinds of business...with struggle to success transformations. (How many would you like to see to be completely convinced you should use Kennedy’s methods?)
- **An organized system** for transforming marketing for any business...adapted and taught by the leading business experts **and create Study Modules EXCLUSIVELY for the Study/Mastermind Groups, each designed for immediate, practical and profitable application**
- *Fun, entertaining, shocking, provocative, bold, exciting, different.....*Kennedy’s methods and his teaching make creating big marketing and money breakthroughs in your business a process you’ll enjoy....that you CAN do, regardless of how you feel now about “marketing” or your marketing aptitude

## 2: Friendly Accountability & Encouragement

**Dan says: "I've got Good News and Bad News for you. Good News: you're your own boss. Bad News: you're your own boss!"**

Every athlete and every coach knows performance, productivity and results automatically improve when there is Accountability to someone other than yourself.

From Meeting to Meeting, you'll have "an environment of accountability." You will have been given new ideas, strategies and tools to apply in your business. At the next Meeting, you'll be reporting back, to your "coach" and to the group, what you got done and how things worked out. You'll also be sharing your own innovations, your own changes, your own successes.

Friendly competition within the group to be "Get 'Er Done'ers" motivates all of us to take action and follow-through on our good ideas and intentions.

### **3: A Mastermind Group Experience: Creative Thinking Multiplied**

**The “mastermind concept”** is widely credited to Napoleon Hill, author of the all-time bestselling success book, ‘Think And Grow Rich,’ chronicling the common ideas and success strategies of several hundred great achievers of Hill’s time, including Andrew Carnegie, Henry Ford, Thomas Edison.

Hill discovered that Henry Ford, Harvey Firestone and Thomas Edison had a formal “mastermind alliance,” and met regularly in away-from-business locations, to creatively brainstorm about all their businesses and interests. These men enunciated to Hill the belief that putting their three minds together in harmonious, progressive thought multiplied their power exponentially. Hill subsequently found the same principle at work in other “mastermind alliances.”

Another place this is at work is in the Disney companies, where teams of “Imagineers” are brought together, to brainstorm new opportunities, solve problems and develop projects.

Each Meeting is, in part, a mastermind process. Topics brought to the table by the Certified No B.S. Business Advisor leading the Meetings as well as the Members will be given the “brainstorming process” and lively, open discussion --- leading to breakthrough ideas for everybody.

## 4: Peer Advisory: “Sounding Boards”

In many corporate environments, there are different kinds of ‘Peer Advisory Boards’ – for example, venture capital fund managers from different industries form a group and meet to advise each other on legal, financial and management issues. Organizations you may have heard of or been part of, like the C.E.O. Clubs, YEO or YPO, all function as peer advisory groups. The idea is to have objective, frank and knowledgeable “Sounding Boards” for your ideas and issues --- including things you may not openly discuss with employees, friends or even family.

It’s just good to have a “sounding board” with no axe to grind and no agenda that you can bounce ideas off of, talk out problems with.

The unique thing about THIS peer advisory group is their common interest in and understanding of Kennedy-style marketing and Kennedy entrepreneurial strategies. This puts everybody in the group on the same page in a unique way. In fact, a lot of discussion includes: “What would Dan do?” .... “what would Dan say about this?”

## **5: Opportunity For Co-Operative Alliances With Other Local Businesspeople In The Group**

This should be the LEAST of the reasons to join, but....

....there are opportunities for 2, 3 or all of the business owners in the Group to come together and work co-operatively on some promotion....to cross-promote each other's business....to share leads....etc. In all likelihood, this "little" benefit alone will more than repay the entire investment to participate!

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# Who Should Participate?

Business Owner – Entrepreneur

Sales Professional

Self-Employed Professional In Private Practice

Who.....

Has an honestly open mind and progressive attitude

Is extremely busy and needs a time-efficient way to learn and grow

Is highly motivated to make improvements in marketing and sales methods

Is eager to substantially increase income

Is eager to bend the business to facilitate personal and lifestyle preferences –

to be its master, not its slave

Is willing to share ideas and experiences, and help other like-minded businesspeople

Values being part of a creative process

Practitioner of “principle of slight edge” – a successful person always seeking improvement

Can be counted on to participate

# Who Should NOT Participate?

Set in your ways, stubborn, fearful of change

Satisfied with or married to your present advertising, marketing, sales methods

No need or desire for increases in income, wealth, business value

Selfish

# GUARANTEE OF VALUE

Attend your first Kennedy Study Group/Mastermind Meeting.

If you do not agree it's a valuable experience you want to continue with, you may drop-out immediately after that first meeting, pay nothing further, and receive a **full refund** of any dues paid prior to the meeting.

Also, you may cancel your membership and drop out of the Group at any time with 30 days notice. You continue at your option only as long as you are receiving great value!

What could be fairer than this?



**CONFIDENTIAL - MASTERMIND COACHING APPLICATION**  
**Northern Virginia Chapter, Glazer-Kennedy Insider's Circle**

**Fax or Mail to**  
**Ben Glass**  
**3915 Old Lee Highway, Suite 22-B**  
**Fairfax, VA 22030**  
**Fax: 877-576-6752**

**Sending Application Does Not Obligate YOU or US!**

**Name** \_\_\_\_\_ **Spouse Name** \_\_\_\_\_

**Business Name** \_\_\_\_\_

**Business Street Address** \_\_\_\_\_

**Years in Current Business** \_\_\_\_\_ **Business Phone** \_\_\_\_\_

**Spouse is:** \_\_\_\_\_ **Active in business** \_\_\_\_\_ **Inactive in business**

**Option: Home Street Address** \_\_\_\_\_

**Option: Home Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**BRIEFLY DESCRIBE CURRENT BUSINESS (AND ATTACH ONE BROCHURE, SALES LETTER OR OTHER DOCUMENT REPRESENTATIVE OF YOUR BUSINESS)**

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Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-10, 10=most important of all.

<u>No.</u>	<u>Ranking</u>
_____ Advertising effectively	1   2   3   4   5
_____ Generating sufficient QUANTITY of leads/clients	1   2   3   4   5
_____ Generating satisfactory QUALITY of leads/clients	1   2   3   4   5
_____ Converting leads to sales/clients	1   2   3   4   5
_____ Controlling costs of advertising, lead generation, client acquisition	1   2   3   4   5
_____ Client retention	1   2   3   4   5
_____ Stimulating repeat business from clients	1   2   3   4   5
_____ Stimulating referrals from clients	1   2   3   4   5
_____ Clarifying my USP, Positioning, Marketing Messages	1   2   3   4   5
_____ Creating compelling offers	1   2   3   4   5
_____ Responding to marketplace changes, competition	1   2   3   4   5
_____ Taking advantage of new opportunities, new technologies	1   2   3   4   5

Please rank each of the following business and financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-10, 10=most important of all.

<u>No.</u>	<u>Ranking</u>
_____ Finding time to implement new/improved marketing strategies	1   2   3   4   5
_____ Getting employees and/or associates "on board" with my marketing approach	1   2   3   4   5
_____ Clarifying and staying on track toward definite goals and objectives	1   2   3   4   5
_____ Managing my time	1   2   3   4   5
_____ Conquering procrastination	1   2   3   4   5
_____ Hiring/training/managing employees	1   2   3   4   5
_____ Monitoring and evaluating important data, statistics, information in my business	1   2   3   4   5
_____ Setting, selling and commanding premium prices for my products/services	1   2   3   4   5
_____ Maintaining satisfactory business profits	1   2   3   4   5
_____ Extracting sufficient money from my business to wisely invest, build wealth	1   2   3   4   5
_____ Taking a satisfactory amount of time off, away from my business	1   2   3   4   5
_____ Having a long-term retirement/exit strategy	1   2   3   4   5

**DO YOU REGULARLY OR FREQUENTLY USE:**

Direct-Mail	_____ YES	_____ NO
Broadcast VOICE	_____ YES	_____ NO
Web Site	_____ YES	_____ NO
E-Mail	_____ YES	_____ NO
Print Media Advertising, Local	_____ YES	_____ NO
Print Media Advertising, National	_____ YES	_____ NO
Radio/TV Advertising, Local	_____ YES	_____ NO

Radio/TV Advertising, National	_____ YES	_____ NO
Publicity/News Releases, Local	_____ YES	_____ NO
Publicity/News Releases, National	_____ YES	_____ NO
Newsletter	_____ YES	_____ NO
Joint Ventures with other businesses	_____ YES	_____ NO
Personal Networking	_____ YES	_____ NO
Tele-Marketing	_____ YES	_____ NO

**HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATE NEW BUSINESS FOR YOU? \_\_\_\_\_**

**HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING OR RENEWABLE INCOME AND/OR STIMULATE REFERRALS? \_\_\_\_\_**

**DESCRIBE 3, 4, OR 5 MAJOR GOALS YOU ARE WORKING TOWARD:**

#1: \_\_\_\_\_  
 #2: \_\_\_\_\_  
 #3: \_\_\_\_\_  
 #4: \_\_\_\_\_  
 #5: \_\_\_\_\_

**DESCRIBE 3 MAJOR SOURCES OF STRESS, FRUSTRATION OR UNHAPPINESS THAT INTERFERE WITH YOUR PRODUCTIVITY AND ROB YOU OF PEACE OF MIND**

#1: \_\_\_\_\_  
 #2: \_\_\_\_\_  
 #3: \_\_\_\_\_

**YOUR SCHEDULE**

Number of hours you work, average week \_\_\_\_\_  
 Number of hours you'd prefer to work, average week \_\_\_\_\_  
 % of work-time you rank as productive \_\_\_\_\_  
 No. of hours per week you work "on" vs. "in" your business \_\_\_\_\_  
 No. weeks vacation taken: 2004: \_\_\_\_\_ 2005: \_\_\_\_\_ 2006: \_\_\_\_\_ No. weeks vacation you'd prefer taking \_\_\_\_\_

**RANK YOURSELF IN DIRECT MARKETING EXPERIENCE: (Mark one)**

\_\_\_\_\_ Very knowledgeable; serious student; very active in using strategies  
 \_\_\_\_\_ Very knowledgeable; serious student; but not very actively implementing  
 \_\_\_\_\_ Somewhat knowledgeable, actively implementing  
 \_\_\_\_\_ Somewhat knowledgeable but not very actively implementing  
 \_\_\_\_\_ A relative novice

Why do you want to participate in the Mastermind Coaching Program?

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