

Agenda

Day 1

- **Introduction to Workshop**
- **Focus Session: Extract**
- **Coach Feedback: Extract**
- **Lunch**
- **Agenda Build Out In Mindmint**
- **Hook Story Close**
- **Focus Session: Sales Video**
- **Feedback Session: Sales Video**
- **Closing Session**

Day 2

- **Q&A from Day 1**
- **Mastermind Customer Journey**
- **Focus Session: Copywriting & Pages**
- **Lunch**
- **Marketing Wagon Wheel Buildout**
- **Closing Session**



D A Y 1



D A Y 1

The Perfect Mastermind Formula

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WORKBOOK

Extraction Tools:

Questions

Q

What have been the biggest needle movers in your business that your audience needs to know?

Q

What have been the biggest mistakes you've made in your business or life that your audience needs to avoid?

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Extraction Tools:

Questions

Q

What are some of your daily / weekly habits that your audience can implement to add to their success?

Habit

ex: Dialed in morning routine

Desired Result

ex: More productive & proactive for the rest of the day

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Extraction Tools:

Questions

Q

If you could run into your teenage self what is one thing you would teach them that could exponentially change their life forever?

Q

How can that one thing teach who you market to to help gain them success?

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Extraction Tools:

Brainstorm

Brainstorm the things that you are currently doing in your business that has helped aid to your success.



Of those... What is the one MOST important thing that people in your niche are not doing or may not even know how to do?



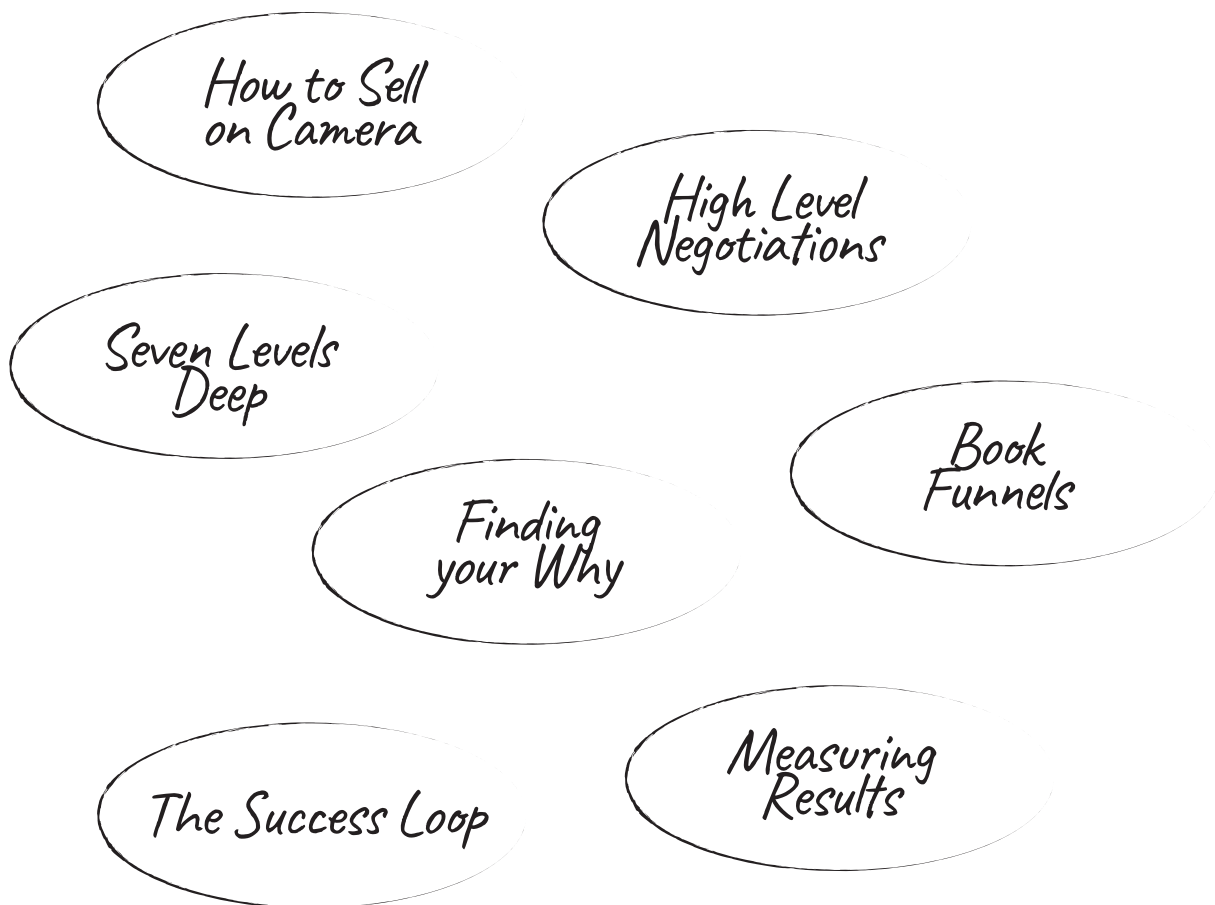
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Extraction Tools:

Riffs Ex.

Brainstorm all the topics you could Riff on with no notes.
These can also be from the previous exercises.



Extraction Tools:

Riffs

Brainstorm all the topics you could Riff on with no notes.
These can also be from the previous exercises.



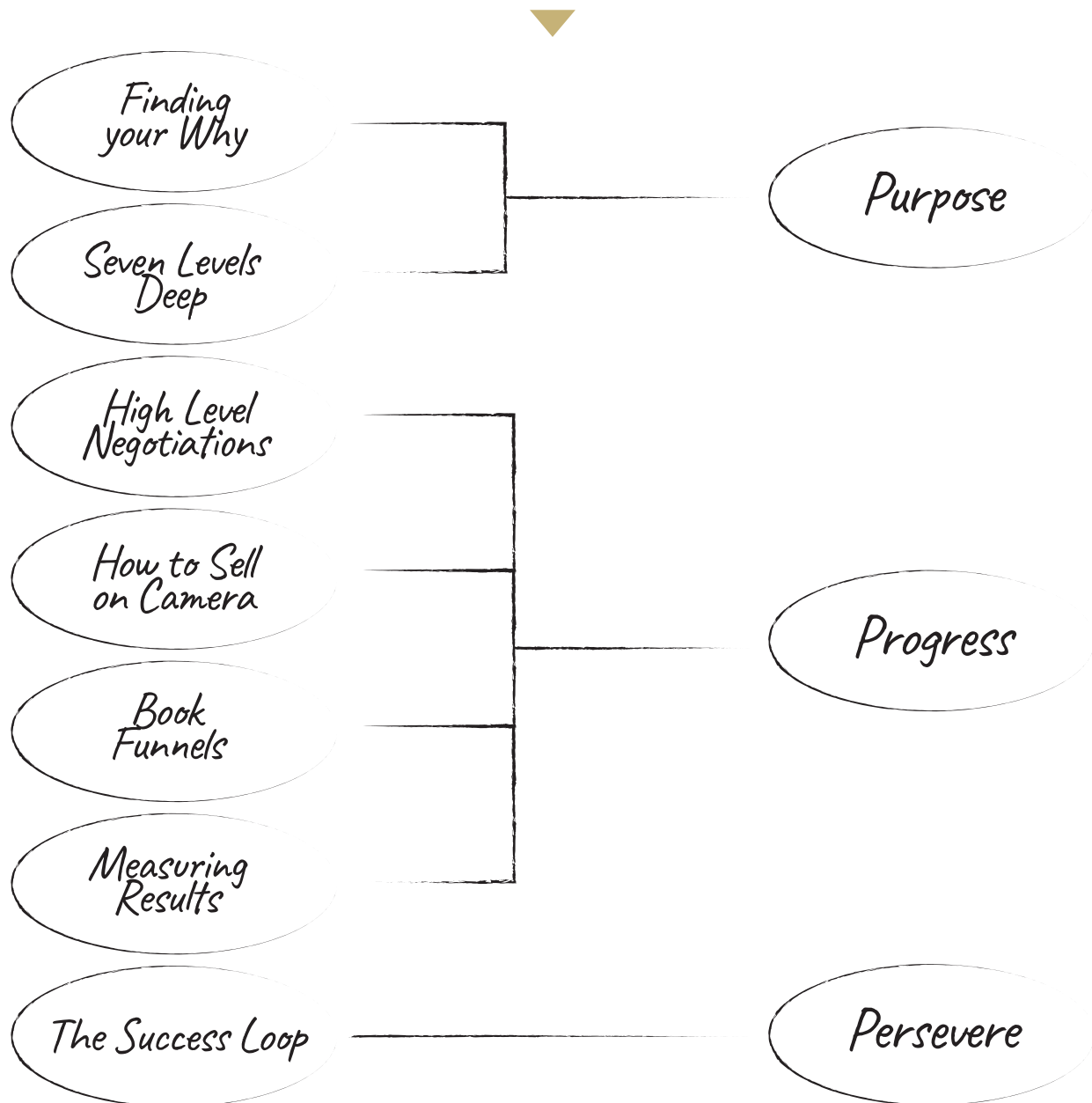
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Extraction Tools:

Order Ex.

Now Group and Organize your riff topics and topics from other exercises.



Extraction Tools:

Order

Now Group and Organize your riff topics and topics from other exercises.



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WORKBOOK

Secret Art of Storytelling

With the process given in the previous exercise, brainstorm a couple of different stories that you can use to illustrate the different teaching points.



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WORKBOOK

Toolbox Selection



M A S T E R M I N D .COM

In your binder, you will find completed mastermind tools provided as examples to serve as a guide for filling out your own. You will find blank tools to fill out with your personal information in the pockets of your binder.

As always, if you have any questions or are in need of anything, please feel free to ask any member of our team. We are here to assist you and want you to get as much out of this meeting as possible!

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THE CLARITY TOOL

Mapping your Bigger Future

Exponential growth can be achieved when you know your destination before you begin. This tool is great at the beginning of the mastermind. People very quickly will know where they are, where they want to go and why. If you know where you are, where you want to go, and why you want it - the only part left is the the capabilities to get there. This is the "how". This is what they will learn at your mastermind.

Name: _____

Date: _____

► 1. Current status (the truth)

► 2. One year goals (look back)

► 3. Why these goals are important

► 4. Capabilities needed to achieve goals

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7 LEVEL DEEP EXERCISE

The 7 Levels Deep Exercise can be used to help determine what really drives you to accomplish anything in life. The following is a sample for you to start with. This is one of the hardest exercises that we have to do to reach that next level.

Name: _____ Date: _____

Level 1: What is important to you about becoming successful?

Level 2: Why is it important to you to

Level 3: Why is it important to you to

Level 4: Why is it important to you to

Level 5: Why is it important to you to

Level 6: Why is it important to you to

Level 7: Why is it important to you to

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I KNOW I'M SUCCESSFUL WHEN

This tool will narrow an attendee's focus for faster growth. This will bring to the surface the things we should be spending our time and attention on. List the 5-10 things that when you do them you know you are being successful.

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

► PRIORITIZE TO GROW *(1 being the lowest and 5 being the highest priority)*

Project	Revenue Per Month	Score	Aligned With Values	Score	Total

Describe what success means to you:

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YOUR NOT-TO-DO LIST

More important than a todo list is a “not todo list.” This exercise will help you find out what you should NOT be spending time on and help you either automate them, delegate them or eliminate them!

Name: _____ Date: _____

What actions and what things do you spend time on that don't serve growth, greater income, empowerment, God, your family or a bigger future?

List the actions that you spend time on

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Circle one of the following for each

- | | | | |
|-----|----------|----------|-----------|
| 1. | Automate | Delegate | Eliminate |
| 2. | Automate | Delegate | Eliminate |
| 3. | Automate | Delegate | Eliminate |
| 4. | Automate | Delegate | Eliminate |
| 5. | Automate | Delegate | Eliminate |
| 6. | Automate | Delegate | Eliminate |
| 7. | Automate | Delegate | Eliminate |
| 8. | Automate | Delegate | Eliminate |
| 9. | Automate | Delegate | Eliminate |
| 10. | Automate | Delegate | Eliminate |

What are the top 3 actions that move the needle the most in my life?

What are the top 3 things I must eliminate first in my life?

NEEDLE MOVERS

Sharing your wins is one of the fastest ways for the entire mastermind to grow together faster. With this tool, it is time to share with the group the things in your business or life that have had the biggest positive impact in the past 90-180 days.

Name: _____ Date: _____

What is the biggest needle mover in the last 90-180 days?

What are 3 positive impacts it has made (ie: revenue, less complexity, sold products, etc.)?

How can you add fuel to it to make it even better?

What's the #1 thing it could do for you and your business in the next 12 months?

What are the 3 steps you could share with the group so they can model it?

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THE SPOTLIGHT TOOL

The power of an organized group can help solve any problem by finding the best possible solutions for any opportunity. With this tool we will highlight one person at a time and address their biggest problems and help them come up with incredible solution oriented action steps.

Name: _____ Date: _____

What's the biggest problem you are facing?

What are possible solutions to your problem?

What's an opportunity you want to capitalize on?

What are the best strategies or ideas to optimize this opportunity?

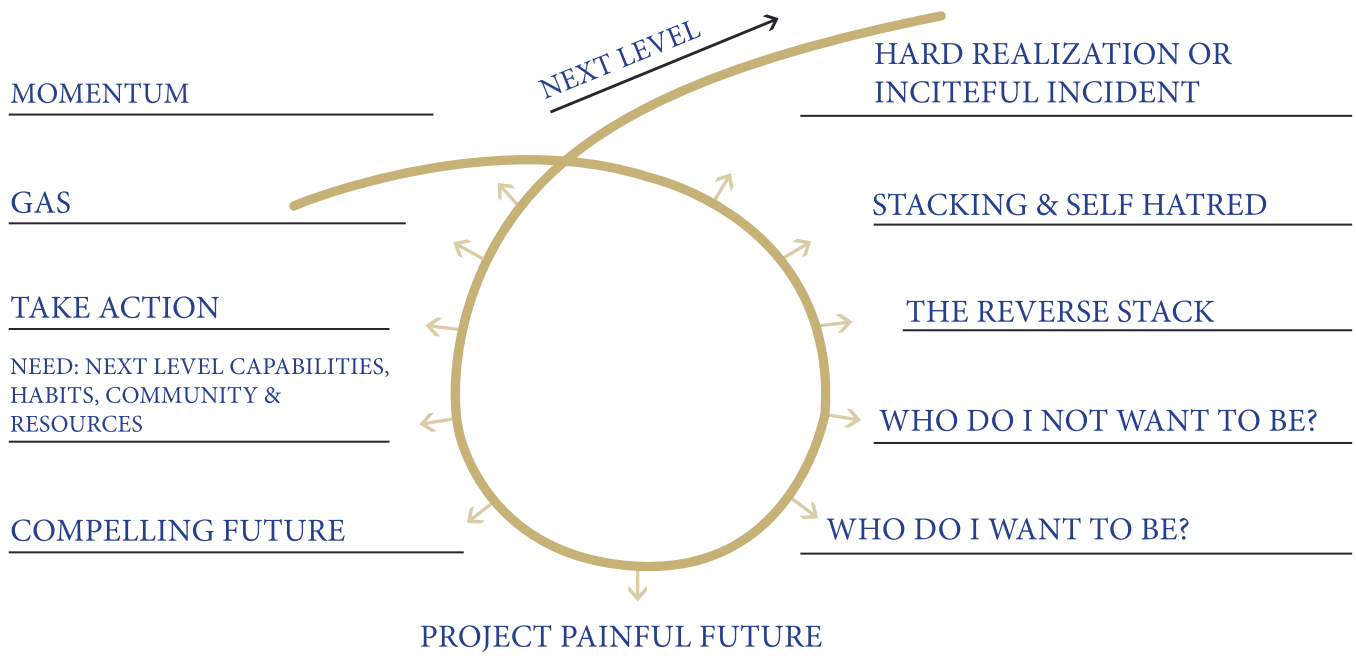
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THE SUCCESS LOOP

As an entrepreneur or someone who achieves, we all start somewhere in our journey to success. This tool will help you come out stronger, faster, smarter when unexpected realities happen in your life and business - when so many others go flat. You can transform your thinking from how life used to be to how life will be.

Name: _____ Date: _____



Your Success Loop

My hard realization/inciteful incident :

My projected painful future:

How I'm stacking:

My compelling future:

Who I don't want to be:

My next level capabilities, resources, help/guidance:

Who I do want to be:

How I plan to take action:

Who I am being:

How I will fuel (gas) the action:

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THE ONE BIG THING

The thing that scares you the most, is the dragon you have to slay. Let's face it head on and find out what your "one thing" is that can solve all your biggest fears and issues.

Name: _____ Date: _____

To make sure my ONE THING stays true, I will do...

the One Thing

Possible Solutions

Problems or Worries

TAKE ACTION!

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THE NEGOTIATION TOOL

Most people have no idea how to properly negotiate for a win. It's not about you, it's about them. And with this tool, you can leave the mastermind with a blueprint for the perfect negotiation meeting.

Name: _____

Date: _____

Their ideal

My ideal

My Story

Deal Points

- 1.
- 2.
- 3.
- 4.
- 5.

Circle one for each

- | | | | |
|----|--------------|------|-----------|
| 1. | Nice To Have | Want | Must Have |
| 2. | Nice To Have | Want | Must Have |
| 3. | Nice To Have | Want | Must Have |
| 4. | Nice To Have | Want | Must Have |
| 5. | Nice To Have | Want | Must Have |

What are their...

Desires:

Goals:

Fears:

My Offer

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IDEAS WORTH DOING

This will help your attendees find their #1 "Idea Worth Doing" that they can start taking action on after your Mastermind. It will help them stay accountable to themselves and move forward quicker.

Name: _____

Date: _____

Idea Worth Doing	1 st Action	Start Date	Projected Value	Who Can Help
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

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THE NETWORKING TOOL

We meet lots of great people, but some connections are a must. Let this tool be the easy way to share your interest in a mutually beneficial relationship.

Name: _____ Date: _____

Hey, this is:

My company is:

We do:

I think we should:

The best result would be:

My best way to connect is:

☐

Email

☐

Phone call

☐

Text

My assistant's name is:

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Mastermind Agenda

Draft p. 1

Now it's time to put it all together. You'll put all this in Mindmint later.
For now, connect all your stories, teachings, & tools below:

<i>Story</i>	<i>Teaching Point</i>	<i>Tool</i>

Mastermind Agenda

Draft p. 2

Now it's time to put it all together. You'll put all this in Mindmint later.
For now, connect all your stories, teachings, & tools below:

<i>Story</i>	<i>Teaching Point</i>	<i>Tool</i>

Feedback *Session*

Your business in 1-3 sentences

Your superpower in 1-3 sentences

Your niche[s]

Purpose of mastermind

Type of mastermind:

☐ Group ☐ Workshop ☐ Mastermind ☐ Other: _____

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Feedback

Session

One Road Block you're having:

Potential problem areas:

- ☐ Agenda Structure
- ☐ Finding Story
- ☐ Finding Teaching Points
- ☐ Organizing Teaching
- ☐ Pairing Stories to Teaching
- ☐ Pairing Tool with Teaching

Further describe the issue here:

Feedback

Session

NOTES:

Feedback

Session

NOTES:

Feedback

Session

NOTES:

Feedback

Session

NOTES:

Feedback

Session

NOTES:

Feedback

Session

NOTES:



Hook Story Close: Creating a Winning Sales Video

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WORKBOOK

Hook BrainStorming

Use the next few pages to brainstorm all the possible headlines and first few sentences of your sales video to HOOK the audience in for them to continue watching:

Hook BrainStorming

Use the next few pages to brainstorm all the possible headlines and first few sentences of your sales video to HOOK the audience in for them to continue watching:



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WORKBOOK

Sales Story

Brainstorming

Use the next few pages to brainstorm the possible stories that could serve your sales video that showcases these the below issues. First answer below with the problems, benefits and value you want to deliver. On the next page, brainstorm stories that align with these issues.

Identify problem your target niche has:

Shows benefits/results they desire:

Delivers value:

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40

Sales Story

Brainstorming



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WORKBOOK

Story to CTA:

Bridge the Gap

Brainstorm below different bridging sentences to transition from the story and teaching side of the video into the CTA portion of the video.



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Call to Action

Type of CTA:

- ☐ Sales Page (*Masterminds less than 1k*)
- ☐ Application Page (*Masterminds more than 1k*)

List the benefits:

List the bonuses:

Write out your guarantee:

Sales Video

Outline

Bring Everything you wrote out on previous pages together and put together your sales video outline you'll be using when you shoot.

Notes for Team Videos

NOTES:

Notes for Team Videos

NOTES:

Notes for Team Videos

NOTES:

Notes for Team Videos

NOTES:



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D A Y 2

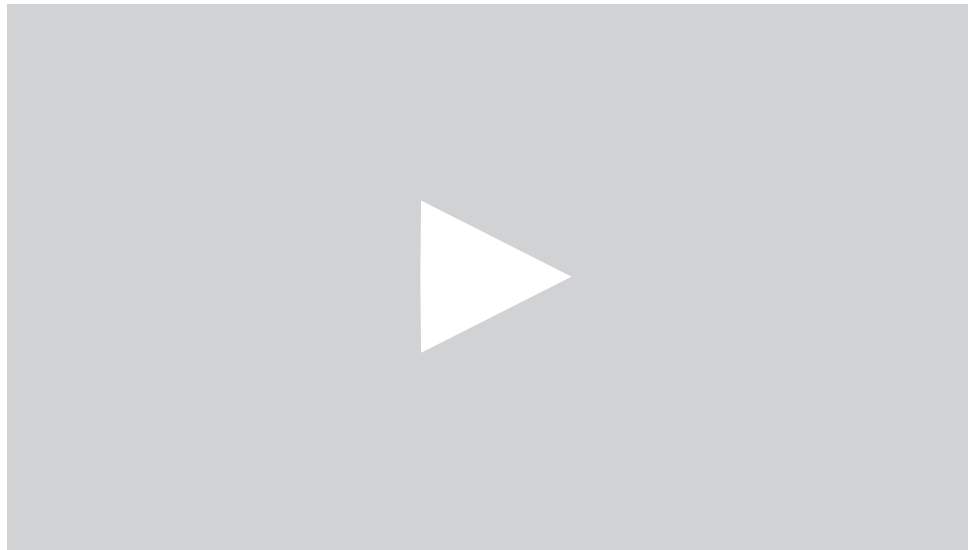
Mastermind Customer Journey

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WORKBOOK

Anatomy of a Landing Page

Headline



Call to Action

Sections:

- | | |
|----------------|-----------------|
| ✓ Value | ✓ What They Get |
| ✓ Results | ✓ Dates |
| ✓ Social Proof | ✓ Who For |
| ✓ Scarcity | ✓ Who Not For |

More CTA's throughout

Landing Page

Copy

Headline Title: Brainstorm some possible headlines for the top of your sales page using the framework and example below:

Framework: How to _____ [Solve a Problem] in _____ [amount of time] even if _____ [objection or fear]

Examples:

- How to *gain 10 pounds of muscle* in *60 Days* even if *you hate going to the gym*.
- How to *triple your conversions* in *7 days or less* even if *you suck at sales*.

Now list out some options based on your sales video:

CTA Button Text: Now list out some possible CTA Text for your CTA Buttons:

Landing Page

Copy

Outline below all the value customers get from your mastermind.
Use your Sales video as a basis for this and the rest of the sections:

Value:

Results:

Social proof:

Landing Page

Copy

Outline below all the value customers get from your mastermind.
Use your Sales video as a basis for this and the rest of the sections:

Scarcity:

What they get:

Dates and any logistics:

Landing Page

Copy

Outline below all the value customers get from your mastermind.
Use your Sales video as a basis for this and the rest of the sections:

Who the mastermind is for:

Who isn't this mastermind for:

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Order Page

Elements

Benefits:

Extra bonus w/ scarcity

Confirmation page video

- ☐ **Congrats:**
- ☐ **Confirmation Details, what to expect next:**
 - ☐
 - ☐
 - ☐
- ☐ **Action Step:**

Application Page

Here are a few application question examples we have used in the past:

1. What is your full name, email & phone number?
2. What industry are you in and what do you or your business do?
3. Are you a driven person who will see challenges through to the end and not easily give up?
4. Are you willing to commit an appropriate amount of time to learning and growing your business/skills/etc.?
5. Are you willing to fly to my office (*or location of choice*) and spend a day or two days fully committed with me? (*Or online fully committed*)
6. What is your #1 goal for attending an event like this?
7. What is the #1 challenge you are facing in your life/business?
8. What was your business revenue in the last 12 months?
9. What would you like your revenue to be for the next 12 months?
10. Do you believe in yourself and believe you can accomplish your dreams?
11. *Feel free to add any questions you may want to know the answer to in order to best serve your students!

Your Application Page

1

2

3

4

What will your “next step” message be on your confirmation page?

Example: *“Congratulations on submitting your application for the Organized Brilliance Mastermind! My personal assistant Susan from my office will reach out to you in the next 24-48 hours with a few next-step questions. We absolutely can’t wait to see if you are a perfect fit! Chat soon!”*

Yours:

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Application Page

Here is the “Gate-Keeper” script you can use:

“Hey **NAME**, this is Susan from Dean Graziosi’s office. I got your application for **XYZ** Mastermind, thanks so much for that! I have just a few quick couple of questions before we proceed with the one on one call with Dean! Do you have a few minutes?!”

1. What are the top 3 goals you are striving to achieve in your business?
2. What are the major stressors or challenges you are dealing with right now?
3. When do you feel like you’re being most successful and what is it that makes you feel that way?
4. What has prevented you from having the success you desire in your life/business already?
5. What are you most proud of/most excited about in your life right now?
6. Do you believe with the next level capabilities you can achieve your goals and dreams?
7. What distracts you most from being more productive?
8. Do you struggle to be fully present at any point in your days or in your relationships?
9. What is the biggest benefit you see resulting in being a member of this group?

“Okay, I am going to take some time and look this over, do you have any additional questions for me before I chat this over with Dean?”

Application Page

Here are voice-memo touch points you can send after you read their answers

"Hey **NAME** this is Dean! I saw that you applied for the {XYZ} mastermind and chatted with Susan. So glad you did! I see your biggest problem is {X}, this group can solve that, and this is how. I see your biggest opportunity is {X}, and I can help you achieve that. But since there are only {X} spots available, I would love to get on the phone with you to see if this is the best fit for you

Here is the "Expert-Close" script you can use:

"Hey **NAME** so great to chat with you! I just have a quick couple questions for you. But actually, before I do, do you have any questions for me?"

Listen to their answers...

"Wow awesome. I would love to have you in my group **NAME**. But I want to make sure it's a fit for both of us. I want to deliver so much value you can't stop bragging about it for the next 10 years. So let me ask you, if it was a year from today, and you joined my group, and it was the best year of your life, what would that year look like?"

Listen to their answers...

"That's amazing **NAME**. I truly think me and this group can help you achieve those goals and overcome the obstacles along the way. But I have one last question for you. Why do you think you should get one of these rare spots in this group?"

Listen to their answers...

"You know what **NAME**, I can make this decision right now. I would love to have you in this group. I'm so excited to have you on board. Here's what we are going to do next to get you started immediately. We are going to collect \$XXX today, and I can take that right now. And as soon as that's done, your first step is to..."

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Customer Experience Plan

Sale ▶ Value Driven Communication ▶ Mastermind

In the next few pages begin to map out the customer experience once they buy from you. You're already way ahead of the game with a killer confirmation page. Now begin to map out the different elements and communication strategies to build excitement and create value before the Mastermind even begins.

Experience Mediums:

- | | |
|--------------------------------------|---------------------------------------|
| <input type="radio"/> Email | <input type="radio"/> Phone |
| <input type="radio"/> Recorded Video | <input type="radio"/> Text |
| <input type="radio"/> Live Video | <input type="radio"/> Social DM's |
| <input type="radio"/> Direct Mail | <input type="radio"/> Facebook Groups |

Outline your Pre-event Communication plan:

Upon Purchase	Medium:	Purpose:
3 Months out	Medium:	Purpose:
1 Month out	Medium:	Purpose:
3 weeks out	Medium:	Purpose:
2 weeks out	Medium:	Purpose:
1 week out	Medium:	Purpose:
3 days out	Medium:	Purpose:
1 day out	Medium:	Purpose:

Customer Experience Plan

Brainstorm here any additional surprises or regularly planned experiences for your customers. From weekly Facebook Lives to sending a gift in the mail, think of ways to overdeliver for your customers.



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DAY 2

Marketing Wagon Wheel

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WORKBOOK

Your Network

Brainstorm here a list of friends, family, current clients, past clients, colleagues, and anyone else that could benefit from your mastermind.

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WORKBOOK

Your Network

Brainstorm here a list of friends, family, current clients, past clients, colleagues, and anyone else that could benefit from your mastermind.

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Network

Communication Plan

Use this section to brainstorm how you are going to reach out to your network.
What is the most natural way you'd connect with them?

Asking them to join your Mastermind

Personal Connection ▶ Superpower ▶ CTA

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Network

Communication Plan

Use this section to brainstorm how you are going to reach out to your network.
What is the most natural way you'd connect with them?

Asking them for Referrals to your Mastermind

Personal Connection ▶ Superpower ▶ CTA

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Social Media

Content Marketing

Use this section to brainstorm how you want to develop content on your social media platforms.

Choose the platforms you want to focus developing content for:

☐ Facebook

☐ LinkedIn

☐ Instagram

☐ Other: _____

Map out your Content Strategy here:

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Social Media

Prospecting

Target Audience:

Who does your target Niche follow?

What digital platforms do they hang out in?

What Facebook groups are they in?

Where do they hang out in real life?

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WORKBOOK

Social Media

DM Sales Funnel

Sales Funnel:

Potential Headlines:

Audio: Value add

Social Media

DM Sales Funnel

Sales Funnel:

Text/Audio Value add

Hook, Story, Close

Referral & Affiliate *Program*

Map out your referral & affiliate game plan

Brainstorm Commission Structure:

Brainstorm Bonus Prizes:

Referral & Affiliate Program

Affiliate reach out script.

Example:

- **Personal Connection**
- **Transition:** *"I know you don't know me."*
- **Close:** *"I'm probably the best at XYZ in the world and that's why I'm reaching out to you is to open up the possibility of sharing my products and services with you and your audience so that we can impact more lives and make more money. But more importantly, adding significant value to your customers, followers and communities by helping them, XYZ. Anyways, you can go check out more details at [insert Url] and let me know if this is something that interests you. If not, totally fine, but I spotted you out for a reason [or "I've been following you for a reason"] and let me know because I know that this could be, not only a very impactful thing for me and you and your followers.*

Customize your script here:

Referral & Affiliate *Program*

Affiliate reach out script continued

Facebook Ads

Map out your Facebook Ad:

Headline Examples:

- ☐ How to _____ without _____
 - ☐ X ways to Y
 - ☐ Finally _____
 - ☐ The little known secret to _____
 - ☐ You probably wouldn't believe me if I said _____

Your Headline Ideas:

Facebook Ads

Map out your Facebook Ad:

Ad body (Hook, Story, Close):

Action Plan

When will you run your first Mastermind?

What is your Revenue Goal?

What is the lowest hanging fruit to getting your first Mastermind off the ground?

Action Plan

What are the next 3 steps you need to take after this workshop to set you up for success?

What are some daily/weekly/monthly habits you need to incorporate to succeed?

Now put the above 3 steps and Habits into your calendar!

Workshop

Feedback

What was your biggest takeaway from the Workshop?

What was the least impactful part of the Workshop?

Workshop

Feedback

On a Scale of 1-10 (10 being highest) how likely would you recommend this workshop to someone else?

Why did you answer the question above the way you did?

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KNOWLEDGE BROKER BLUEPRINT

NOTES:

IMPLEMENTATION

- Lab

KNOWLEDGE BROKER BLUEPRINT

NOTES:

IMPLEMENTATION

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KNOWLEDGE BROKER BLUEPRINT

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