

MASTERING YOUR MINDSET

by Tony Robbins & Dean Graziosi



KEYS 1 & 2

Feed & Condition YOUR MIND & BODY

You can use this worksheet specifically to follow along with the "Keys 1 & 2 – Feed & Condition Your Mind & Body" training video.

What are 2 things you can daily to feed your mind?	" Z read in the next 90 days?
What are 2 things you can daily to feed your body?	and aspirations for this year?
	commit to feeding and conditioning my e best of my ability over the next 90 days!

KEYS 3 & 4

Your Role Model * POWERFUL PROXIMITY

You can use this worksheet specifically to follow along with the **"Keys 3 & 4 - Your Role Model & Powerful Proximity"** training video.

>>>	1	What is something you would like to learn from a "role model" over the next 90 days?	*	2	List a handful of people who could be perfect fits to be the right "role model " for you.
>>	3	What are the ideal characteristics of your ideal proximity? What do they like, dislike, support you with etc?	*	4	What are some action steps you can take in the next 2 weeks to find the perfect "proximity" in your life?
	Notes.	,			

KEY 5 & BONUS KEY



You can use this worksheet specifically to follow along with the **"Key 5 & Bonus Key -**Massive Action & Reciprocity" training video.

>>

>>

1	What are some massive action steps you can take over the next 90 days after lesson 1.1?	*	2	What are 3 ways you can give back to someone in need in the next 30 days?
3	What are the self-giving consequences you will receive if you don't accomplish your goals?	>>	4	What would your dream life look like if you finally achieved your greatest goals? Write it in detail.
5	What were some of your greatest	takea	ways f	rom this first lesson?
Notes	• <i>,</i>			

Transformational locabulary & GLOBAL METAPHORS

You can use this worksheet specifically to follow along with the "What Transformational Vocabulary Means To Your Next Level & Global Metaphors You Must Know" training video.

»	1		Write down 1-3 times when you let your emotions get the best of you and you were angry, enraged, depressed, etc.	»	2	Write down what emotions / actions you could have had / taken instead of those negative emotions.
»	3		Make a list of lousy words you find yourself using on a weekly basis that you think could trigger negative emotions.	»	4	Make a list of empowering words you can put in place of those negative ones as Tony explained in this lesson.
	No	tes	<i>,</i>			

to Succeed

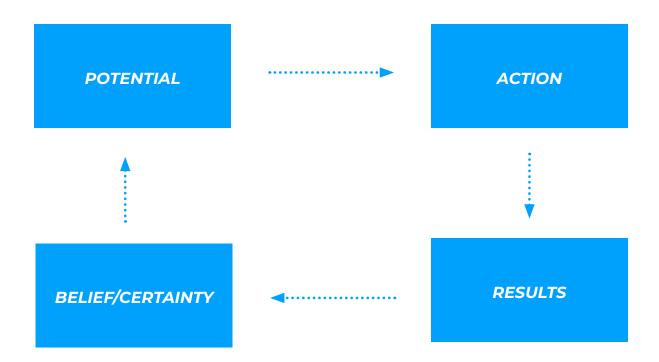
You can use this worksheet specifically to follow along with the **"What Does It Take To Succeed"** training video.

Reasons aren't going to get you to where you want to go, results come from an obsession with getting yourself to *TAKE ACTION...*

How many people do you know that know what to do but don't do what they know... Decide up front, why you're doing this.

Massive Action + Certainty + Effective Execution = Cure All

Get rewarded in public what you practice in private.



Notes:		

Mindset To Scale Notes

You can use this worksheet specifically to follow along with the "Mindset To Scale" training video.

Exposing Your Villain Notes

You can use this worksheet specifically to follow along with the "Exposing Your Inner Villain" training video.

Inner Hero

You can use this worksheet specifically to follow along with the "Unleashing Your Inner Hero" training video.

>>	1	Write down your current story in your head.	*	—	Write down what that story has cost you up to this point in your life.
>>	3	Write down what could that story cost you moving forward if you don't change it.	*	4	What information did you find to prove your story is a lie?
	Notes				

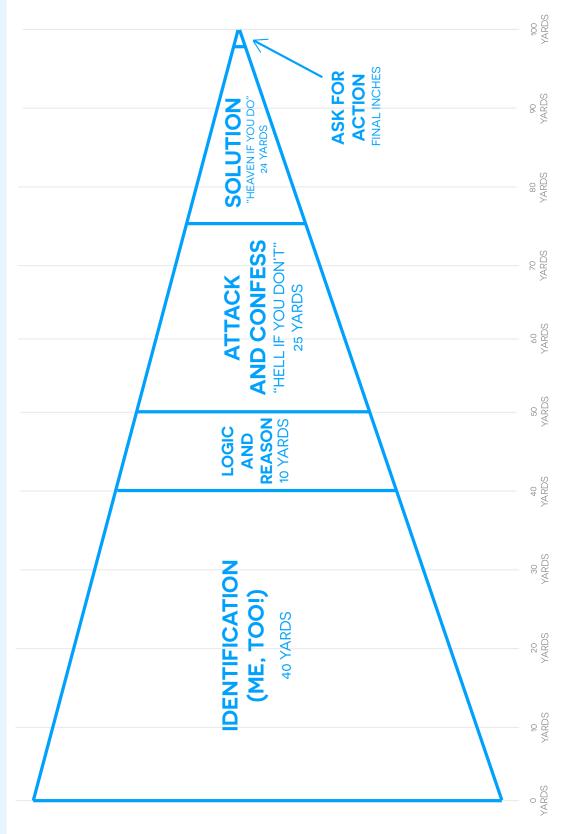
Questions to ask Yourself

You can use this worksheet specifically to follow along with the **"BEND & WIMP Questions"** training video. (Can also be revisited after Module 2 Lesson 1!)

people you are trying to influence What's most important to them?	make decisions about what things mean? What will they compare you to?
What are their NEEDS? What do they really need at the deepest level? Some people don't know what they need.	What are their DESIRES? What do they want? Why do they want it from you. What can you deliver to them?
What are their WOUNDS? These provide leverage, & you can heal them. This creates a connection understanding in advance.	 What are their INTERESTS? What are they most interested in? When you know their interests you can appeal to it.
Who are their ROLE MODELS? Who do they look up to? Who do they respect? What do you do different than anybody else?	What are their PRIDES? Know what is working, and acknowledge it. It bonds you to them.
Who do they look up to? Who do they respect? What do you do	S Know what is working, acknowledge it. It bond

Football Field

You can use this worksheet specifically to follow along with the "Football Field Communication or Influence Model" training video. (Can also be revisited after Module 2 Lesson 1!)



A STORY OF SUCCESS



Meet Snaneka

REAL ESTATE INVESTOR

Shaneka is a Real Estate investor from North Carolina. Before KBB she was afraid and nervous that she wouldn't have all the information to pull off a successful event. She had never done anything like it before, and on top of that she was 7 months pregnant.

She thought no one would ever pay her for her knowledge, and she could never fill a room full of women hungry to learn real estate FROM HER! Luckily, she was wrong!

She purchased KBB in 2019 and because of KBB, 2.5 months later she pulled off a successful 4 day event of 100 people and a 1 day mastermind of 20 people!

Shaneka is encouraging everyone not to hesitate in the course. She said the success of her event is due to the things she learned in KBB.

And now it's your turn! Congrats on completing Module 1!

#KNOWLEDGEBROKER

Moque 2

EXTRACTION & DISCOVERY

by Tony Robbins & Dean Graziosi



DISCOVERING YOUR



You can use this worksheet specifically to follow along with the "Discovering Your Superpower" training video.

>>	1	List 3 things that make you stand out from your competition.
»	2	List 3 specific skills you've developed that make you successful at what you do.
»	3	List 2 things in your business that make you the happiest and are the things you would never outsource.
»	4	Write down 2-3 stories that were turning points in your life. Your "epiphany" moments.

DISCOVERING YOUR



You can use this worksheet specifically to follow along with the "Discovering Your Superpower" training video.

>>	List 3 things that make you stand out from your competition.
	I care and people know it!
	I am enthusiastic in everything I do
	I am authentic in all my messaging
>>	2 List 3 specific skills you've developed that make you successful at what you do. I lead my company based on values
	I created education that works
	Teaching and selling through videos
>>	List 2 things in your business that make you the happiest and are the things you would never outsource. I love being on stage
	I love leading by example
	Tieve leading by example
>>	Write down 2-3 stories that were turning points in your life. Your "epiphany" moments.
	When I realized that hard work doesn't = success
	When my first proof-reader told me my book would

never sell because of how I wrote it.



You can use this worksheet specifically to follow along with the "Identifying Your Ideal Client" training video.

Marketing is simply attracting those you want and repelling those you don't want...

Common mistake... It's better if you cast a bigger net... It's not. Niche marketing is the key.

Knowing the avatar of your perfect ideal client.

Hire a guide, know when the fish bite, where they live, what king of reels to use, what bait to use, etc. (Niche it down to increase your chance of catching that fish)

	Noi	Votes:			
>>	1		When you reverse engineer your superpower, what attributes does your ideal client have?		
>>	2		What are your ideal client's 3 biggest pain points?		
≫	3		What are your ideal client's 3 biggest desires?		



You can use this worksheet specifically to follow along with the "Identifying Your Ideal Client" training video.

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	Notes:			
>>	When you reverse engineer your superpower, what attributes does your ideal client have? They are people who want to lead with authenticity			
>>	What are your ideal client's 3 biggest pain points? They don't have any time with their family			
»	What are your ideal client's 3 biggest desires? They want to get more time back for themselves			

THE NARROW YOUR Niche Tool

The "Narrow Your Niche Tool" is your sentence, your mission statement and your focus. In life, when you have clarity on where you want to go, things get less confusing. This one sentence is designed to narrow your niche and give you 100% clarity on what you offer, who you want to help and how exactly you're going to help them!

Name: Date:
» Narrowing your Niche «
I'm launching a group/workshop/mastermind to help
to by
THE NARROW YOUR Niche Tool
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Name: Dean Graziosi Date: 01/01/2020 ** Narrowing your Niche **
I'm launching a group/workshop/mastermind to help <u>Aspiring Authors</u>
to Sell More Books by Crushing direct response marketing

Storytelling

Think back to your 2-3 stories that were turning points in your life (your epiphany moments), and see if you can think through 4-5 stories like Dean's fishing story that could be relatable to your ideal clients.

	Inspiration (Story) A Action!	WHAT A WINNING EVENT FORMULA LOOKS LIKE	Tactical (Teach) V Anchor Tool
1	Story #1		
2	Story #2		
3	Story #3		
4	Story #4		

Storytelling

Think back to your 2-3 stories that were turning points in your life (your epiphany moments), and see if you can think through 4-5 stories like Dean's fishing story that could be relatable to your ideal clients.



>> Story #1

When I realized my true why

» 2 | Story #2

When my first publisher trashed my book

3 Story #3

When my accountant stole all my money

» 4 Story #4

When I discovered how to "pay for speed"



>>	1	If you look back on the last 12 months in your business, what were the biggest needle movers? What made the biggest impact on your business, finances and life?
>>	2	What are the biggest mistakes you've made in the last 12 months that you could warn others NOT to do so they can avoid those same mistakes?
>>	3	What small daily or weekly habits do you do that help add to your business, personal and financial success?
>>	4	If you could run into your teenage self what is one thing you would teach them that could exponentially change their life forever?
>>	5	What is one thing that you are doing in your business that makes you successful that your competition and other people aren't doing and may not even know exist?



- » Riff topic #1
- » 2 Riff topic #2
- » 3 Riff topic #3
- » 4 Riff topic #4
- » 5 Riff topic #5
- » 6 Riff topic #6
- » 7 Riff topic #7



>>	1		If you look back on the last 12 months in your business, what were the biggest needle movers? What made the biggest impact on your business, finances and life?
	D	isco	overing how to crush YouTube ads
	A	nev	w style of email writing that crushes open rates
»	2		What are the biggest mistakes you've made in the last 12 months that you could warn others NOT to do so they can avoid those same mistakes?
	10	crec	ated an offer that totally bombed and you must
	no	ot a	lo it!
>>	3	 1y m	What small daily or weekly habits do you do that help add to your business, personal and financial success? norning routine gets me set for the day!
>>	4	ı	If you could run into your teenage self what is one thing you would teach them that could exponentially change their life forever? thoughts lie to you!
>>	5		What is one thing that you are doing in your business that makes you successful that your competition and other people aren't doing and may not even know exist?
	, H	irin	g strictly off of values and not experience.

to Teach #1

>>	1	Riff topic #1
	Sev	en levels deep
>>	2	Riff topic #2
	Hov	to sell on Camera
>>	3	Riff topic #3
		to create a winning book funnel
>>	4	Riff topic #4
		to Close high-level Negotiation
>>	_	Riff topic #5
		to find your why
	7700	to mayour why
	<u> </u>	Diff topic #C
>>		Riff topic #6
	<u> </u>	shing story on measuring results
>>	· *	Riff topic #7
	The	Success Loop

He CLARITY TOOL MAPPING Your Future

Exponential growth can be achieved when you know your destination before you begin.

This tool is great to use at the beginning of the event. People very quickly will know where they are, where they want to go and why. If you know that, then the only part left is the capabilities to get there.

This is the "how". This is what they will learn at your mastermind.

Name:	Date:
> CURRENT STATUS (THE TRUTH)	» 2 ONE YEAR GOALS (LOOK BACK)
» 3 WHY THESE GOALS ARE IMPORTANT	» 4 CAPABILITIES NEEDED TO ACHIEVE GOALS

Your Future

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This is the "how". This is what they will learn at your mastermind.

>>

>>

Name:	Date:
CURRENT STATUS (THE TRUTH)	» 2 ONE YEAR GOALS (LOOK BACK)
Right now my company is	In one year i would love
doing okay, but I would	to be reaching 1,000,000
really love to be able to	people each week online
help more people without	while also spending more
losing time with my family	time with the people I love
WHY THESE GOALS ARE IMPORTANT	» 4 CAPABILITIES NEEDED TO ACHIEVE GOALS
My family is the most	I need to delegate more
important thing in my life. it doesn't matter if I	I need to hire the right people I need to schedule better
have all the money in	I need to be present always
the world. Without them	Theed to be present anways
I have nothing.	
<u> </u>	

Who I Am & What I DO TOOL

Name: <u>Dean Graziosi</u>	
I love to: Inspire people to take action on things that can	
massively improve their lives.	
The best thing about my business is:	
my education	
I'm part of this event because:	

Who I Am & What I DO TOOL

Name:
I love to:
The best thing about my business is:
I'm part of this event because:



The following is a sample for you to start with. It's one of the most important exercises we can do to make sure we reach that next level. It's to determine that ultimate driving force to accomplish anything in life.

	Name:	Date:	
»	1	LEVEL 1: What is important to you about becoming successful?	
>>	'	LEVEL 2: Why is it important to you to	?
>>	3	LEVEL 3: Why is it important to you to	?
>>	4	LEVEL 4: Why is it important to you to	?
>>	5	LEVEL 5: Why is it important to you to	?
>>	6	LEVEL 6: Why is it important to you to	?
>>	7	LEVEL 7: Why is it important to you to	?



The following is a sample for you to start with. It's one of the most important exercises we can do to make sure we reach that next level. It's to determine that ultimate driving force to accomplish anything in life.

Name	e: Dean Graziosi	Date: <u>01/01/2020</u>	
»]	LEVEL 1: What is important to you abo I want to own a huge house one day	ut becoming successful?	
» 2	LEVEL 2: Why is it important to you to I want my parents to be able to live with i		?
» 3	LEVEL 3: Why is it important to you to I never want my parents to stress over mo	Have your parents live with you	_?
» 4	LEVEL 4: Why is it important to you to I want to show them how much I love the		?
» 5	LEVEL 5: Why is it important to you to I want them to see how well rounded i've		_?
» 6	LEVEL 6: Why is it important to you to So they know I made something of my life		_?
» 7	LEVEL 7: Why is it important to you to	show them what you've become?	_?

I KNOW

I'm Successful

This tool will narrow an attendees focus for faster growth. It will bring to the surface the things they should be spending their 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 beign the highest priority)

Project	Revenue Per Month	Score	Aligned w/Values	Score	Total

I'm Successful

This tool will narrow an attendees focus for faster growth. It will bring to the surface the things they should be spending their time and attention on. List the 5-10 things that when you do them you know you are being successful.

1. I'm inspiring others to action	6. Living with my true values
2. I'm teaching on stage	7
3. Helping people shift mindsets	8.
4. Solving problems	9.
5. Making an impact	10.

Prioritize To Grow

(1 being the lowest and 5 beign the highest priority)

Project	Revenue Per Month	Score	Aligned w/Values	Score	Total
Speaking as a keynote speaker at an event	\$100k	3	YES - Impact NO - Time	2	5
Live webcast from my office in AZ	\$250k	4	YES - Impact NO - Travel	5	9
High end real estate Mastermind	\$50k	1	YES - Impact	5	8



More important than a to do list is a **"Not-To-Do 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!

1.		Automate	Delegate	Eliminate
2.	2.	Automate	Delegate	Eliminate
3	3.	Automate	Delegate	Eliminate
4.		Automate	Delegate	Eliminate
5		Automate	Delegate	Eliminate
5		Automate	Delegate	Eliminate
7		Automate	Delegate	Eliminate
8		Automate	Delegate	Eliminate
9		Automate	Delegate	Eliminate
10	10.	Automate	Delegate	Eliminate
What are the top 3 act	ions that move the	needle the r	nost in my l	ife?



More important than a to do list is a **"Not-To-Do 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!

Long unstructured meetings	1.	Automate	Delegate	Eliminate
Going to home depot	2.	Automate	Delegate	Eliminate
Answering voicemails	3.	Automate	Delegate	Eliminate
Mowing my lawn	4.	Automate	Delegate	Eliminate
Fixing little things in my house	5.	Automate	Delegate	Eliminate
Grocery shopping	6.	Automate	Delegate	Eliminate
Creating brochures	7.	Automate	Delegate	Eliminate
	8.	Automate	Delegate	Eliminate
	9.	Automate	Delegate	Eliminate
D	10.	Automate	Delegate	Eliminate
What are the top 3 actions that m When I am persuading people to action, new courses, when I am nurturing new p	when I	am creating	nost in my l	ife?



Sharing your wins is one of the fastest ways for the entire group to grow together faster. With this tool, it's 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.

Ν	lame	e:	Date:
>>	1		What was your biggest needle mover in the last 90-180 days?
>>	2		What are 3 positive impacts it has made?
>>	3		How can you add fuel to it to make it even better?
>>	4		What's the #1 thing it could do for you and your business in the next 12 months?
>>	5		What are 3 steps you could share with the group so they can model it?



Sharing your wins is one of the fastest ways for the entire group to grow together faster. With this tool, it's 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.

Ν	Name: <u>Dean Graziosi</u> Date: <u>01/01/2020</u>
>>	What was your biggest needle mover in the last 90-180 days?
	Getting rid of complexity in my life. Hiring the right people to scale our operations.
	meetings, Answering Voicemails.
>>	What are 3 positive impacts it has made?
	More time thinking about creating impact with my trainings, reduced complexity
	empower my team for scalable growth.
»	How can you add fuel to it to make it even better?
	Stay out of unproductive meetings, make room in my day for next level partnerships,
	in my life, created new partnerships for next level growth partnerships.
>>	What's the #1 thing it could do for you and your business in the next 12 months?
	Our revenue and impact would grow exponentially.
"	What are 7 stops you could share with the group so they can model it?
>>	
	Record what you do and begin teaching others, open up and learn from the group,
	encourage sharing in my masterminds to create a competitive next level.



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, address their biggest problems and help them come up with incredible solution oriented action steps.

	Name:_	Date:
>>	1	What's the biggest problem you are facing?
>>	2	What are your 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?



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, address their biggest problems and help them come up with incredible solution oriented action steps.

	Name: Dean Graziosi Date: 01/01/2020
>>	What's the biggest problem you are facing?
	I can't seem to get facebook ads to work for my new offer
»	What are your possible solutions to your problem?
	I can try hiring a facebook ads consultant to help
	I can try adding an upsell to my offer to help with costs
	I can try writing better copy and see if that improves it
>>	What's an opportunity you want to capitalize on?
	I have so many amazing facebook followers, but i can't
	Seem to find a successful way to monetize them!
>>	What are the best strategies or ideas to optimize this opportunity?
	The best strategy is to fix my copy and add an upsell!
	The best strategy is to fix my copy and dad an apsen:



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 and smarter** when unexpected realities happen in your life and business. You can transform your thinking from how life used to be to how life will be.

Name:	Date:				
EXAMPLE SUCCESS LOOP					
MOMENTUM	HARD REALIZATION OR INSIGHTFUL INCIDENT				
GAS	STACKING & SELF				
TAKE ACTION	THE REVERSE STACK				
NEED: NEXT LEVEL CAPABILITIES, HABITS, COMMUNITY & RESOURCES	WHO DO I <u>NOT</u> WANT TO BE?				
COMPELLING FUTURE	WHO DO I WANT TO BE?				
PROJE	ECT PAINFUL FUTURE				

YOUR SUCCESS LOOP

My hard realization / insightful incident:	My projected painful future:
How I'm Stacking:	My compelling future:
Who I <u>don't</u> want to be:	My next level capabilities, resources, help/guidance
Who I <u>do</u> want to be:	How I plan to take action:
Who I am being	How I fuel (gas) the action:



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 and smarter** when unexpected realities happen in your life and business. You can transform your thinking from how life used to be to how life will be.

Date: 01/01/2020 Name: Dean Graziosi **EXAMPLE SUCCESS LOOP** HARD REALIZATION OR **INSIGHTFUL INCIDENT MOMENTUM** GAS STACKING & SELF TAKE ACTION THE REVERSE STACK NEED: NEXT LEVEL CAPABILITIES. HABITS, COMMUNITY & RESOURCES WHO DO I NOT WANT TO BE? **COMPELLING FUTURE** WHO DO I WANT TO BE? PROJECT PAINFUL FUTURE

YOUR SUCCESS LOOP

My hard realization / insightful incident:

A Job that doesn't pay me enough

How I'm Stacking:

My parents were right, Being an Entrepreneur is too much risk

Who I don't want to be:

A quitter who gave up on myself

Who I do want to be:

In control of my future and unstoppable

Who I am being

A Job that doesn't pay me enough

My projected painful future:

Stuck in this job and living with regret

My compelling future:

Passive income, enjoying the growth, in control of my time and money

My next level capabilities, resources, help/guidance

Mindset, selling, raising money, developing network

How I plan to take action:

Get courageous. Trust in my capabilities and just go for it.

How I fuel (gas) the action:

Push on mindset, get selling and spending time with people that can help me grow



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 THINGS STAYS TRUE, I WILL DO				
	THE ONE THING				
	POSSIBLE SOLUTIONS				
	PROBLEMS OR WORRIES				
	TROBLEMS ON WORKIES				
	TAL/E ACTION				



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: <u>Dean Graziosi</u>	Date:	01/01/2020
TO MAKE SURE MY ON	NE THINGS STAN	/S TRUE, I WILL DO
Active listening, don't keep score, no eg personal, make sure she feels safe, talk w/her on kids decisions, truly be her frie	great about	t her always, always consult
TH	A A A	FRIENDS WITH MY EX
POSS	IBLE SOLUTION	NS Control of the con
Yoga, massage, exercise, journaling, bowerk harder, accept pain	ooks, meet w	ith experts,
PROBL	EMS OR WORF	RIES
Miss kids, kids in the middle, time with	the kids, har	d
time lines, summer vacation, how my k		

TAKE ACTION



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

lame:	[)ate:		
THEIR IDEAL			MY IDEAL	
	My Sto	ary		
		'		
DEAL POINTS		CIRC	CLE 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
S	5	. Nice to Have	Want	Must Have
THEIR D/G/F			MY OFFER	
Desires:				
Goals:				
ears:				



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

Date: 01/01/2020 Name: Dean Graziosi THEIR IDEAL MY IDEAL Increase revenue to \$200M Change 1,000,000 lives this year Decrease refunds to 12% Decrease refunds to 12% Eliminate wasteful spending in office Donate 10M meals to Feeding America My Story Through my X years of service I've been able to help companies grow their bottom line while at the same time changing a lot of lives. **DEAL POINTS** CIRCLE ONE FOR EACH I help them scale marketing 1. Nice to Have Must Have Want They help me with operations Must Have 2. Nice to Have Want I intro them to feeding america Must Have 3. Nice to Have Want 4 We both hire saves manager Must Have 4. Nice to Have Want 5. Nice to Have Must Have Want **MY OFFER**

THEIR D/G/F

Desires: Have a profitable company

Goals: \$200M this year

Fears: Having to let employees go

I will help them scale their marketing, help hire a saves manager and intro them to feeding america for greater impact and I will own 17.3% of the company.



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

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



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

Idea Worth Doing	1 st Action	Start	Projected Value	Who Can Help
1. Find an Investor	Make The Call	Tomorrow	\$300.000	Mastermind Network
2. Start the Business	Buy The Domain	Today	Freedom & Time	Business Partner
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				



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:	



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: Dean Graziosi	Date: <u>01/01/2020</u>
Hey, this is: Dean Graziosi	
My company is: BBG enterprises	chelsea howell (123) 456-7891
We do: We help impact people's lives by givin that tap into their full potential and g	
I think we should: Collaborate because you have student	its that need what I have
The best result would be: We both raise the sales and impact w	vith our companies
My best way to connect is: Email Phone Call Text dear My assistant's name is: chelsea howell (123) 456-7891	n@deangraziosi.com



You can use this worksheet specifically to follow along with the "Picking Your Event Name" training video.

Here are a few small group, workshops or mastermind name examples we have had experience with in the past or found online.

- Organized Brilliance Mastermind
- High Performance Mastermind
- Collective Genius
- The Deal Lab
- The Elite 50

Name

• The Arete Syndicate

- Platinum Plus
- The Inner Circle
- Genius Network
- War Room Mastermind
- The CEO Bootcamp
- 10X Ambition Program

Write down 3-4 names you get excited about that could be the name of your small group, workshop or mastermind.

>>	1	Name
>>	2	Name
>>	3	Name



You can use this worksheet specifically to follow along with the "Picking Your Event Name" training video.

Here are a few small group, workshops or mastermind name examples we have had experience with in the past or found online.

- Organized Brilliance Mastermind
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- Collective Genius
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- Platinum Plus
- The Inner Circle
- Genius Network
- War Room Mastermind
- The CEO Bootcamp
- 10X Ambition Program

Write down 3-4 names you get excited about that could be the name of your small group, workshop or mastermind.

Name
Marketing Masters Elite
Name
Copywriting Creative Workshop
Name
Hair By Lisa Workshop

» 4 Name

The Chiropractor Certificate Emporium



You can use this worksheet specifically to follow along with the "Picking Your Event Type" training video.

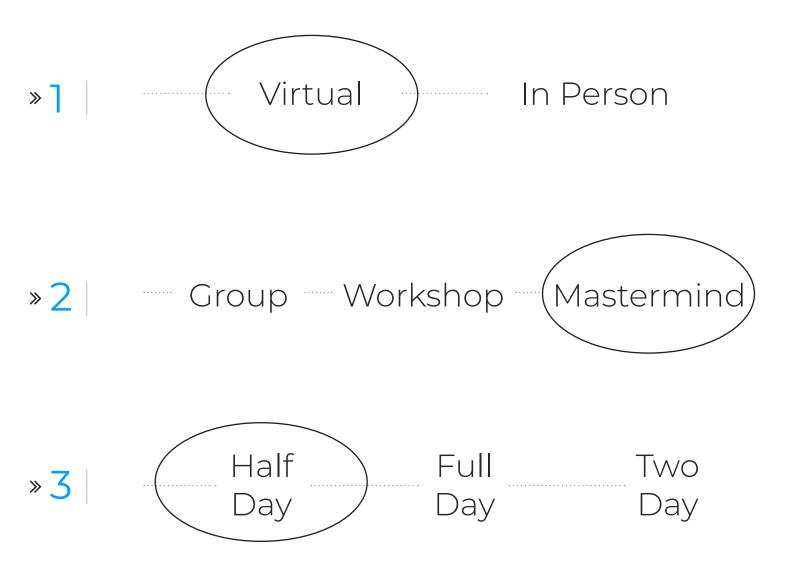
Circle the options below that you believe will make up your first event.

»]	Virtual	In	Person
» 2	Group W	orkshop	Mastermind
» 3	Half Day	Full Day	Two Day



You can use this worksheet specifically to follow along with the "Picking Your Event Type" training video.

Circle the options below that you believe will make up your first event.





Set the day-of agenda

nda for: Event Test June 11		reset
Day 1	Start Time: 9:00 AM	
	edit start time	
9:00 - 9:30 Who Am I & What I	Do	dit/view =
9:30 - 10:00 Tell Story #1		<pre>dit/view = delete</pre>
10:00 - 11:15 Teach Secret #1 (75 min)		<pre> edit/view</pre>
11:15 - 12:00 Clarity (45 min)		edit/view
12:00 - 1:00 _{LUNCH} (60 min)		edit/view
1:00 - 1:20 Tell Story #2 (20 min)		edit/view
1:20 - 2:20 Teach Secret #2 (60 min)		<pre> edit/view</pre>
2:20 - 3:00 Spotlight (40 min)		<pre> edit/view</pre>
3:00 - 3:15 Wrap Up		<pre> edit/view</pre>



9:00 - 9:10 (10 min)	Welcome To Our Half Day Event!
9:10 - 9:25 (15 min)	Who Am I and What I Do Tool (Have People Introduce Themselves)
9:25 - 9:40 (15 min)	Tell Fishing Story To Pre-Frame Them On What I'll Teach Next
9:40 - 10:40 (60 min)	Teach How I Measure My Data & Its Importance To Scaling Revenue
10:40 - 11:10 (30 min)	The Spotlight Tool (Help A Few members Go Deep On Their Obstacles & Objectives)
11:10 - 11:40 (30 min)	Tell Story About Paying For Speed And How We Paid For YouTube Speed
11:40 - 12:40 (60 min)	Teach Top 3 YouTube Secrets To Profitable Ads
12:40 - 1:10 (30 min)	The Needle Movers Tool (Have Them Understand What They Should Focus On The Most)
1:10 - 1:25 (15 min)	Networking Tool (Have Everyone Exchange Contact Info)

Creating Your Agenda Notes

You can use this worksheet specifically to follow along with the "Creating Your First Agenda" training video.

Biggest Takeaways & Notes

A STORY OF SUCCESS



Meet Carb

MUSICIAN & ECOMMERCE

Carl Parnel is from Reading, England. He has a background as a musician and is an incredible guitarist. He recently created a following around e-commerce, but didn't have much confidence in himself or his direction because he had never done something like this and didn't think people would want to learn from him.

He started KBB and as he was going through the course he had an epiphan. He realized that with his superpower he can change a lot of lives by getting his knowledge out there, and sharing his expertise. He realized that he could genuinely make a massive impact on the world.

Carl does small group trainings, has a FB community, and an ecommerce training. He was able to fill his spots through his FB group and word of mouth.

Carl is now confidently training and helping change his own life and others on a daily basis!

#KNOWLEDGEBROKER



MARKETING MASTERY

by Tony Robbins & Dean Graziosi





You can use this worksheet specifically to follow along with the "Marketing & Sales Redefined" training video.

If you build it, (even if it's amazing) they will **NOT** come...

Marketing is the oxygen to any business... Marketing is getting someone prequalified and ready to hear the opportunity. Attracting those you want and repelling those you don't.

Sales is converting the prospect; the sales part gets them to say yes and pay for your services. Getting them to say yes without feeling like a cheesy sales person or the client feeling uncomfortable...

Love what you do so much that you feel like you're doing the world a disservice if they don't get it.

When you sell through authenticity and with passion, it's not selling. It's getting people engaged in something they already want!

Selling isn't evil, it's just persuasion. You are persuading someone to do what you want them to do

When selling, always remember...

- People will buy from you and say yes to you when they feel understood, NOT when they understand you...
- People will buy from you and say yes to you when you enter conversations already going on in their mind...

Ask yourself these questions:

- Why are they here?
- Why am I the best person to help them?
- What are some pains they are having?
- What solutions do I have for them?



You can use this worksheet specifically to follow along with the "Marketing & Sales Redefined" training video.

We went through the dark age, industrial age, agriculture age and now we're in the information age.

who has already done it at the highest level possible.

Over \$335 million dollars is spent on online education every day. Self-education is the new norm.

People know the fastest way to the end result is by following and learning from someone

Few Things To Think About Before (Overcoming Top 2 Objections)
What's the first thing they will think of why they can't commit to this? Do I really have the time? This doesn't cost you time. This will give you a R.O.T (Return on time)
What does this cost you? Events shouldn't cost you anything because it's very realistic to get one or two things that pay for the whole experience.



You can use this worksheet specifically to follow along with the "Hook - Story - Close" training video.

»

THE HOOK

-- Something compelling, unique, that thing, grabber, or "hook" that stops people in their tracks to read what you wrote or watch what you recorded.

EXAMPLE:

"Have you ever in your adult life looked in the mirror and said... I thought I'd be further ahead by now... Well you're not alone and my guest Dean Graziosi is going to share with you the ONE THING that's allowed him to go from..."

» 2

THE STORY

-- Think and speak your authority in a way that you hit someone's heart so you get the chance to change their life!

EXAMPLE:

"In masterminds I have groups all the way up to \$250K, I think Tony and I have the highest-level mastermind that exists on the planet. We've been doing it 60 years combined, so what does that mean to you? Well if you're going to learn you might as well learn from those playing the game at the highest level possible..."

»	1		Write down 2-3 hooks you could use to grab your ideal clients attention.
>>	2		List 2-3 stories that build your credibility, build your authority and make you relatable because you've been where they're at & can get them to next level.



You can use this worksheet specifically to follow along with the "Hook - Story - Close" training video.

» **3**

THE CLOSE

-- If you build it, they will NOT come... You need to be the authority to tell people what you want them to do and get the results they can with you. You ALWAYS need a call to action.

EXAMPLE:

"That's why I wrote Millionaire Success Habits. So I can help take you from where you are to where you want to be. And all you have to do now is click the button below and get your copy absolutely free. Plus when you order today I am going to throw in over \$1,000 in free bonuses.

» **4**

THE BRIDGE

-- The bridge is the part in the Hook - Story - Close where you transition smoothly from the story to the close. This will allow you to make a clean transition from value to the ask.

EXAMPLE:

"You're here with me now, you know my values and you know what I stand for... You truly know where you want to go in life and you know why you want to get there. The only thing that's left is how you're going to get there. You're going to want to learn from someone at the highest level possible and I'd like that to be me..."

>>	3	what is the exact CTA you are going to use to have your ideal clients take action?	

>> 4 What bridge are you going to use to transition from story to CTA?



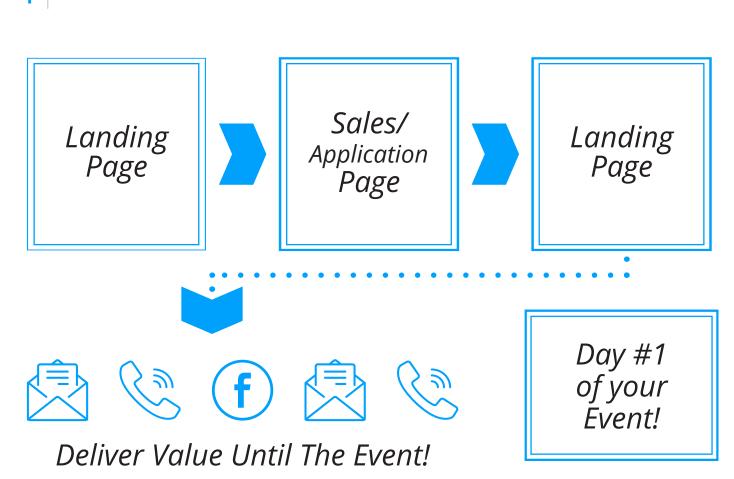
You can use this worksheet specifically to follow along with the **"Hook - Story - Close"** training video.

>>	Write down 2-3 hooks you could use to grab your ideal clients attention.
	I never thought I would make it from the trailer park
	to the White House.
>	List 2-3 stories that build your credibility, build your authority and make you relatable because you've been where they're at & can get them to next level.
	I didn't even realize what real estate investing was.
	I was so scared to talk to investors. It's insane to imagine
	I've now done over 1,000 deals and made over \$10M!
≫	What is the exact CTA you are going to use to have your ideal clients take action? Click the button below and watch a quick video from
	me to see if you may be a fit to work with me 1-on-1!
>	What bridge are you going to use to transition from story to CTA? You know where you areYou know where you want to goYou know your why. All that is left is the how. And I would love to be that how That's why I'm
	And I would love to be that how. That's why I'm



You can use this worksheet specifically to follow along with the "Website vs. Funnel" training video.

- Step #1 in your Funnel Landing Page
- Step #2 in your Funnel Sales/Application
- Step #3 in your Funnel Confirmation Page
- >> 4 Step #4 in your Funnel Pre Event Value





You can use this worksheet specifically to follow along with the "Anatomy of a Landing Page" training video.

Here are a few headline examples:

EXAMPLE: How to (solve a problem) in (given amount of time) even if (state a common problem)

- 1. How To Dress Like Clooney On A Carrot Top Budget
- 2. How I Got My First 1089 Subscribers In 14 Days Without Ads
- 3. Discover The SHOCKING TRUTH Of How To Save 10x More On Your Taxes Each Year By Adjusting This One Line On Your Taxes
- 4. How To Scale Your Business To 7-Figures, Without Going Into Debt Or Selling Any Equity...
- 5. How To Launch Your Next Digital Product Or Service In Just Hours!"

Write down 3-4 possible headlines that could go at the top of your landing page inside your very own funnel.

»]	
» 2	
»3	
» 4	



You can use this worksheet specifically to follow along with the "Anatomy of a Landing Page" training video.

Here are a few headline examples:

EXAMPLE: How to (solve a problem) in (given amount of time) even if (state a common problem)

- How To Dress Like Clooney On A Carrot Top Budget
- 2. How I Got My First 1089 Subscribers In 14 Days Without Ads
- 3. Discover The SHOCKING TRUTH Of How To Save 10x More On Your Taxes Each Year By Adjusting This One Line On Your Taxes
- 4. How To Scale Your Business To 7-Figures, Without Going Into Debt Or Selling Any Equity...
- 5. How To Launch Your Next Digital Product Or Service In Just Hours!"

Write down 3-4 possible headlines that could go at the top of your landing page inside your very own funnel.

- STEPS TO IMPROVE YOUR BUSINESS TODAY WITHOUT SOFTWARE
 How To Get in the Best Shape Of Your Life in Just 1 Month.
- » 3 How to 10x Your Productivity By Sitting on An Orange Chair
- » 4 How To Unleash Your INNER BEAST Compromising Your Life



Previewing: Home Page

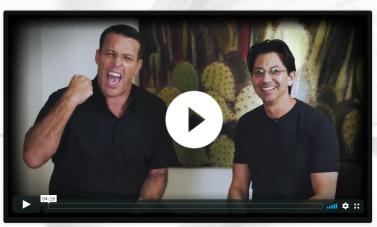


THE ELITE 50

EXCLUSIVE MASTERMIND

WITH TONY ROBBINS & DEAN GRAZIOSI

This Group Will Help You **Amplify The Performance** Of Your Business While Tearing Down The Barriers That Are Constantly **Holding You Back From That NEXT LEVEL!**



Join The Elite 50 Mastermind Today!

Only <u>A Few Spots</u> Available. If This Page Is Active It Means Spots Have Opened Up <u>For A Limited</u> <u>Time!</u>

- ✓ The Elite 50 is ONLY for people willing to do the following: 1) Play full out 2) Be coachable 3) Push yourself 4) Have fun. If you can comfortably do these four things, this may be a perfect fit for you.
- The Elite 50 is for those business men and women performing at the highest level of his or her industry and area ready to collaborate with the greatest minds on the planet to take them to the next level.
- ✓ There won't be fans who write checks just to 'hang out' with Dean and Tony (Although they love their fans, this is a group they want to be a part of, with people who are the highest level and there for business!)
- This isn't for people who struggled to raise \$250k just so they could get in this elite group. (We don't want to put anyone in a financial bind.)
- ✓ The Elite 50 is NOT for anyone whose only measuring stick to success is money. This is a group of people who all see a bigger vision and are on a mission to make an impact that leaves a legacy for generations to come.



Join The Elite 50 Mastermind Today!



Submit Your Application Today To Join Us LIVE On...



Monday June 24th 2019

This Group Is The Apex. It Is Elite. It Is The Highest Level Mastermind That Has Ever Been Created. Here Are What Others Have To Say About Learning From Tony Robbins And Dean Graziosi...

"This Will Be The Greatest Mastermind You Have Ever Attended"



Andrea Weule

Denver CO
The best thing about my life after meeting Dean is I have so much more freedom. I have control over my time!



Brian Moncada

Scottsdale AZ

Wow Tony Robbins is AMAZING!

Learning from him has been a compand utter life-changer!



ha Wakafialda

Detroit MI
By following and learning from him,
we've gained so much confidence. We
have built our business up and we're

Join The Elite 50 Mastermind Today!

Why Do You Need This Mastermind? And Why Is Now The Greatest Time Ever To Join?

Best Connections In The Entire World...

Over the last 61 years, Dean and I have connected with Billionaires, World Leaders and some of the most powerful people on the planet. We're both super selective about who we make introductions for because our name's and reputations are attached to them.

2 Proximity To The Top leaders In Our Space...

We truly believe proximity can be one of the most powerful forces in the universe and this is the most elite group that's ever been brought together. Not to mention that it's the only place where you can have this close of access to Dean and Tony personally 6 full days a year.

3 Learn Marketing From The Best In The World...

Dean's brands and his companies have done over a Billion dollars, but even more impressive is he does it with the highest levels of ethics, authenticity and transparency. This is a guy who knows how to create "out of the box" marketing to exponentially grow companies through more sales and revenue like no one I've ever seen.

4 Life Mastery From The Man Himself...

If you know anything about Tony you know it's whathe has dedicated his life to and Dean's brands have dominated for over 20 years because of the same passion. Which is why this group is more than just next level business success, it's about pinnacle success in all areas of life. Especially the ones no one else really knows that you are struggling with.

Join The Elite 50 Mastermind Today

What To Charge Notes

You can use this worksheet specifically to follow along with the "What To Charge For Your Event" training video.

Creating Your Landing Page Notes

You can use this worksheet specifically to follow along with the "Creating Your Landing Page" training video.



<u>Finally - A High Level Mastermind</u> <u>For Those Ready For The Next Level</u>

This High-Level Mastermind Is For Those People Looking To Amplify The Performance Of Their Business While Tearing Down The Barriers That Are Constantly Holding Them Back.



BILING INFORMATION

Enter Company PAYMENT INFORMATION Payment Amount	Enter First Name	
Email Enter Email Phone Number Enter Phone Number Title Enter Title Company Enter Company PAYMENT INFORMATION Payment Amount	Last Name	
Enter Email Phone Number Enter Phone Number Title Enter Title Company Enter Company PAYMENT INFORMATION Payment Amount	Enter Last Name	
Phone Number Enter Phone Number Title Enter Title Company Enter Company PAYMENT INFORMATION Payment Amount	Email	
Enter Phone Number Title Enter Title Company Enter Company PAYMENT INFORMATION Payment Amount	Enter Email	
Title Enter Title Company Enter Company PAYMENT INFORMATION Payment Amount	Phone Number	
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Company Enter Company PAYMENT INFORMATION Payment Amount	Title	
Enter Company PAYMENT INFORMATION Payment Amount	Enter Title	
PAYMENT INFORMATION Payment Amount	Company	optiona
PAYMENT INFORMATION Payment Amount	Enter Company	
Payment Amount		optiona
	PAYMENT INFORMA	ATION
	Payment Amount	
\$ 997	\$ 997	

Here's Just A Fraction Of What You Get When You Join Our Mastermind Group:

- <u>Lorem ipsum dolor</u> sit amet, quodsi consulatu evertitur in eam, ludus possim suscipit eam te, ponderum concludaturque nam at. At lorem facilitie nam.
- Has populo delicata ea, eos commune voluptatibus et. Soleat utroque dolores cu est, sit et inani liberavisse disputationi. Cum amet ornatus legendos ut.
- <u>Ne dictas accumsan</u> convenire vix, nec ne delectus ullamcorper. Te sea velit phaedrum dissentias, et pri dicant offendit interesset, ad cum viris senserit.
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- <u>Usu fugit sonet</u> dolorem an, voluptatum inciderint sit no. Ius te verear impetus dissentiet, esse volutpat ut sit. Eum equidem delectus ad.
- Ne dictas accumsan convenire vix, nec ne delectus ullamcorper. Te sea velit phaedrum dissentias, et pri dicant offendit interesset, ad cum viris senserit

Plus, You're Getting These Amazing Bonuses As Well When You Join Today:

- <u>Lorem ipsum dolor</u> sit amet, quodsi consulatu evertitur in eam, ludus possim suscipit eam te, ponderum concludaturque nam at. At lorem facilisis nam.
- Has populo delicata ea, eos commune voluptatibus et. Soleat utroque dolores cu est, sit et inani liberavisse disputationi. Cum amet ornatus legendos ut.
- Ne dictas accumsan convenire vix, nec ne delectus ullamcorper. Te sea velit phaedrum dissentias, et pri dicant offendit interesset, ad cum viris senserit.
- <u>Eripuit graecis</u> reprimique per cu, intellegat sadipscing at cum. Pro minimum indoctum ut, erat iusto probatus te pri.
- <u>Usu fugit sonet</u> dolorem an, voluptatum inciderint sit no. lus te verear impetus dissentiet, esse volutpat ut sit. Eum equidem delectus ad.
- <u>Ne dictas accumsan</u>convenire vix, nec ne delectus ullamcorper. Te sea velit phaedrum dissentias, et pri dicant offendit interesset, ad cum viris senserit.

REST ASSURED! 100% SATISFACTION GUARANTEED

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Lorem ipsum dolor sit amet, quodsi consulatu evertitur in eam, ludus possim suscipit eam te, ponderum concludaturque nam at. At lorem facilisis nam.



Things to remember on the Order Confirmation page:

- Congrats you took action. Maybe it was a tough decision but you had faith in us and we are ready to over deliver.
- · Confirm you got access, tell them how they are going to get their fulfillment.
- Tell them what you're going to do next.
- · Confusion causes people to back out so eliminate all of it! More they know the better.
- · Give details and an action step.

THE ELITE 50

EXCLUSIVE MASTERMIND

WITH TONY ROBBINS & DEAN GRAZIOSI

WELCOME TO THE ELITE 50 MASTERMIND GROUP!



You Are On Your Way To The Best Education On The Planet!

... but first, a few MUST-DO's

What To Do First...

<u>Step #1:</u> You are a part of the family now! Come join our private Facebook Group by CLICKING THIS LINK HERE!

<u>Step #2:</u> Be on the lookout for a call and email from me or someone on my team to discuss next steps! It will come from an (804) number and will simply be a quick on-boarding call to get you started on the right foot!

Insert Photo Here

Make sure to watch the video!

"We have actually found that those that take full advantage of the video on this page actually achieve more with their time in our mastermind. It's crazy!"

- Name



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

- 1. What is your full name, email & phone number?
- 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 a ccomplish your dreams?



Jot down 4-5 questions you want answered:

»]		
» 2		
» 3		
» 4		
» 5		
″ 🔾	,	
		What will your "next step" message be on your confirmation page? "Congratulations on submitting your application for the Organized Brilliance Mastermind! onal assistant Susan from my office will reach out to you in the next 24-48 hours with a few next-step questions. Hopefully, you're a perfect fit for this group!
Voi	ırcı	
	лъ	



Jot down 4-5 questions you want answered:

»	1	What is your #1 desire for the next 12 months?
>>	2	Would you be willing to share with the group?
>>	3	What is something you regret from last 12 months?
»	4	How can we best serve your desire?
>>	5	What is your financial goal in the next 30 days?
		What will your "next step" message be on your confirmation page?
		ble: "Congratulations on submitting your application for the Organized Brilliance Mastermind! rsonal assistant Susan from my office will reach out to you in the next 24-48 hours with a few next-step questions. Hopefully, you're a perfect fit for this group!
	Yours:	Congrats on applying for the Marketing Millionaire Mastermind!
	Chelsed	a from my team is going to give you a call in the next 24-48
	with a	few questions to make sure this event will be a fit for you!





There Are Only Ever 50 Members In The Elite Mastermind Group - If You're Seeing This Page Then There Are Spots Open!

You Are Just 1 Step Away!

Fill Out The Brief Questionnaire Below Before We Are 100% Full!



First Name	
enter first name	
Last Name	
enter last name	
Phone Number	
enter phone number	
Email	
enter email	
Title	
enter title	
Company	optiona
enter company	
	optiona
Page 1 of 1	Send









"It is entrepreneurs like Dean Graziosi that are helping make the world a better place..."

Richard Branson



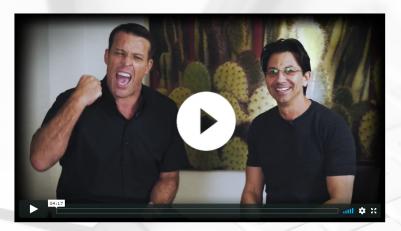


THE ELITE 50

EXCLUSIVE MASTERMIND

WITH TONY ROBBINS & DEAN GRAZIOSI

We Have Your Application! Please Watch This VERY Important Video Now!





"Dean has a unique ability to take what others make complicated and boil it down to a recipe for success you can follow"

- LARRY KING



To: The BEST You...

A Message From Dean & Tony

At this point in our live's, changing the lives of millions of people around the world is not only our goal but our obsession. For years people asked and asked for the opportunity to come learn with Tony and Dean. And for the first time EVER, they wanted to make it a reality. We can't wait to see you soon...

**We often receive multiple applications per day. We will review your application and if we think you're a fit, we'll give you a call to setup a full interview! With all the applications we have coming in on a daily basis, we will do our absolute best to get back with you within 24-48 to see if you are a good fit for this! When you receive a call this doesn't guarantee that you'll be accepted, but it'll give you a chance to start the process to getting involved ASAP!

"Thanks to Dean my children look at me in a new way. They look at me with a different admiration and tell me they're proud of me"



"I feel on top of the world, I feel incredible, I feel motivated, I feel empowered. I am the master of my own destiny thanks to Tony Robbins"



"What I've learned from Dean, I've been able to gain the confidence that I can control my own destiny. It's been amazing."



- Gena Horiatis - Maria Menunous



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 just have a few more questions before you jump on the phone with Dean to make sure you qualify for this group and a one-on-one call with him! Do you have 3 minutes?"

- **1.** What are the top 3 goals you are striving to achieve in your business?
- 2. What are the major stressers 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 next level capabilities you can achieve your goals and dreams?
 What distracts you the most from being more productive?
- 7. Do you struggle to be fully present at any point in your days or in your relationships?
- 8. What is the biggest benefit you see resulting in being a member of this group?

"Okay, I'm going to look this over with Dean and set a time for you two to talk, if you qualify. What is the best time to reach you?"



Here are voice-memo touch points you can send after you read their answers from the gate-keeper questions and do a little research.

"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 you are "absolutely ready to take action".

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...

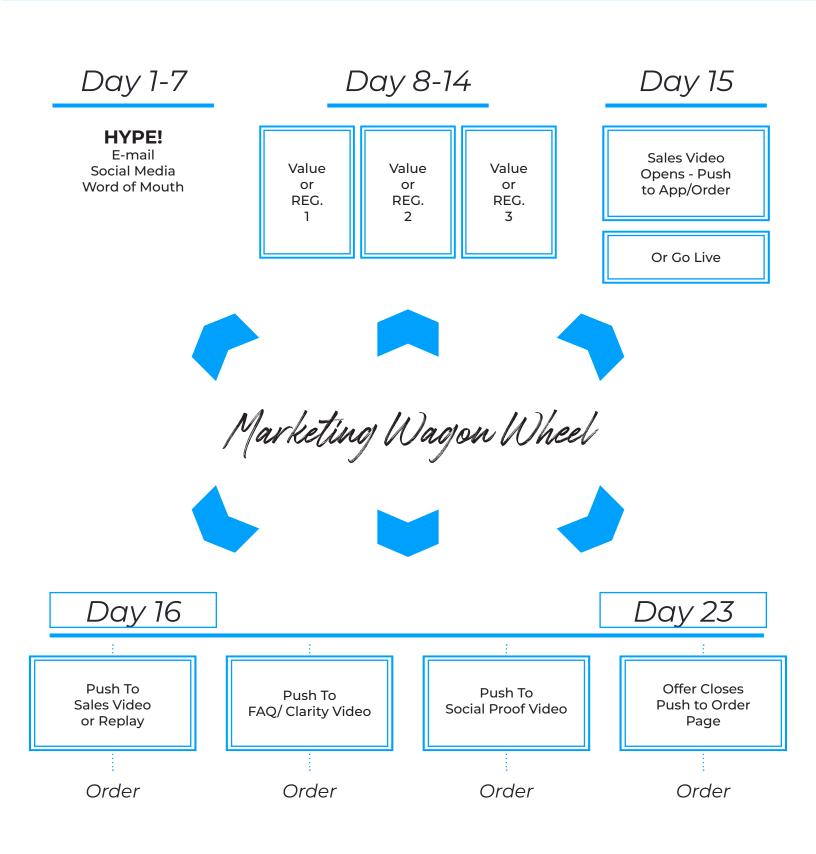
"You know what **NAME**, I can make this decision right now. I would love to have you in this group. I'm so excited to have you on board. Here's what we are going to do next to get you started immediately. We are going to collect **\$XXX** today, and I can take that right now. And as soon as that's done,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

Order & Application Notes

You can use this worksheet specifically to follow along with the "Order & Application Page" training video.

Launch Livergreen secrets

You can use this worksheet specifically to follow along with the "Launch & Evergreen" training video.



1-7 CREATE HYPE

- » Tease About What's Coming Pre Launch
- Let everyone know what you are going to do. Finally going to do this, finally going to pull back the curtain, finally going to do X. Let them know something is coming!
- » Use All Your Platforms To Get Your Message Out
- Email
- Social Media
- Word Of Mouth
- Podcasts
- Blogs, etc.

8-14 USE YOUR WAGON WHEEL

- » Provide VALUE & PREFRAME! (2-3 value videos)
- This is where you provide value but also pre-frame them by reminding them about the pain, obstacle or what they're experiencing for inaction... Let them know that you through your expertise and authority have found a solution!
- Don't share the how here, give them the WHAT... The how comes in the training, product or service you are providing to them after they take action.
- Keep hyping "day 15"
- You know where they are, you know where they want to go and you are how they can get there.

15 LIVE DAY!

- » Sales Video Opens OR You Go LIVE
- » Button Below Video Goes To Order Page
- Create an irresistible offer where the price or bonuses are never available again. Need to create real urgency for people to sign up while they can.



REPLAY (For those who missed, up for a limited amount of time)

- » Push To Sales Video OR Replay Of Your Live Yesterday
- Let them know they can still get in for a limited amount of time. Go watch if they didn't watch already.
- » Button Below Video Goes To Order Page

FAQ/Clarity (Our shortened down version of the live webcast)

- » Answer All FAQ's From The Last Few Days
- Pick 5 of the most common frequently asked questions, provide clarity and then push to the order page at the end of the video.
- » Button Below Video Goes To Order Page
- » Add Countdown Timer Above Video On The Page
- Let them know when the offer is going away

Social Proof (Here are some ordinary people have extraordinary results)

- » Share Your Success Stories
- Give real stories from real people sharing their success from your products and/ or services or about yourself. Give people social proof and a reason why they should buy from you.
- Push to the order page at the end of the video.
- » Button Below Video Goes To Order Page

21-23 Final Day To Get In! (Unique Offer Cart Closing)

- » Final Push To Get In
- » Button Below Video Goes To Order Page
- Add Countdown Timer Above Video On The Page

Biggest Takeaways & Notes

A STORY OF SUCCESS



Meet Dior

HELPING BUSINESS OWNERS

For Dior, KBB was a gift - Dior is from a very small town in Brazil. She was the daughter of teenage parents who were illiterate but they always dreamed of entrepreneurship. She grew up really poor and didn't have the funds to go to college but at 21, she moved to the US and had a desire to become a successful entrepreneur.

She was transitioning into her career from motherhood, but so much time had passed and so much technology was out there, Dior didn't know how to use social media and didn't know how she could impact her clients. However, 2 months after she purchased KBB she launched her first mastermind with massive success!

And she didn't stop there! In the last 2 months she has hosted 2 masterminds. She had two strategies she used to promote her masterminds, through affiliate partnerships and word of mouth.

Now it's your turn! Congrats on completing Module 3!

#KNOWLEDGEBROKER



GENERATING THE CLIENTS

by Tony Robbins & Dean Graziosi





You can use this worksheet specifically to follow along with the "Marketing Wagon Wheel" training video.



Making - Emotions

You can use this worksheet specifically to follow along with the "Copywriting To Tie It All Together" training video.

This tool will allow you to dig deep into the minds of your potential clients to see what they think and how they feel, which will allow you to put their needs and desires first when writing your copy.

>>	1	Hopes and dreams – What are your ideal client's aspirations? What do they wish their life looked like? How can your Knowledge Broker Business satisfy their dreams?
>>	2	Fear – What is your ideal client afraid of? How can your Knowledge Broker Business alleviate their fears?
>>	3	Suspicion – What suspicions does your ideal client have? Can you show them that they might be right? Why shouldn't they be suspicious of your Knowledge Broker Business?
>>	4	Embarrassment, guilt and shame – What does your ideal client feel guilt or shame about? How can your Knowledge Broker Business show them that they shouldn't, and that they can succeed despite those emotions?
>>	5	Membership and FOMO – What is the common enemy that your ideal clients will share? (This can be anything from an industry to an emotion.) How will your Knowledge Broker Business help them overcome this enemy and feel part of

something bigger than themselves?

OVERCOMING



This tool will help you see through the eyes of your ideal clients and anticipate the reasons they would choose NOT to enroll in your course or mastermind. Once you've completed this worksheet, keep it with you and reference it when creating your promotional emails, sales pages and/or videos, and anywhere else your client will be asked to consider your offer.

»]	Step 1: List 5 reasons your client would decide NOT to enroll in your course or mastermind.	» *	2	Step 2: Next to each objection, write down one reason a potential client should enroll despite their objection.
»]				
» 2				
» 3				
» 4				
» 5				



This tool will walk you through the creation of a compelling headline for your mastermind or course, which you can use as inspiration when writing subject lines, social media posts and ads, sales pages and more.

»]	Step 1: Imagine you are writing the first thing that people will see when they open your sales page. Write 5 headlines that highlight different benefits, pain points or emotions related to your course or mastermind that will compel someone to seek more information.
2 3 4 5	
1 2 3 4	Step 2: Refine each headline by asking yourself these questions: Would I read more if I saw this headline on Facebook or Instagram? Is the emotion, benefit or pain point I chose to highlight compelling enough? Did I convey my thought clearly and is it relatable?
5 3 1 2 3	Step 3: Perfect your headlines by asking yourself this question: If I was a potential client (put yourself in their shoes), what would make this headline more compelling? This could include stronger words, a more clear benefit or pain point, or simply a rearranging of words to grab attention quicker.
4 5	

Selling The FOUNDATION

You can use this worksheet specifically to follow along with the "Days 1 – 3: Setting The Foundation" training video.

Sifting Questions

WHOOP! I just learned to Have you?
I'm looking for a Do you know someone who can help me out?
What books aboutare you reading now?
OY! What would be your strategy for surviving?
We need to save money on What's your best tip?
If you (and it was just horrid). What would you do next?
I am new to what is your best tip for?
What is your best alternative to? I can't do that because
: Love it?? Or HATE it?? (something controversial in your topic)
Who else has used? Your thoughts on it???
What are you using to solve??
Which of these are better?? THIS?? Or THAT??
If you could fix just 1 thing about what would it be?
You ever noticed that happens when you?
What's the worst (OR "best") thing about?



You can use this worksheet specifically to follow along with the "Days 1 – 3: Setting The Foundation" training video.

Connect In Groups!

THE GROUPS YOU ARE A PART OF:

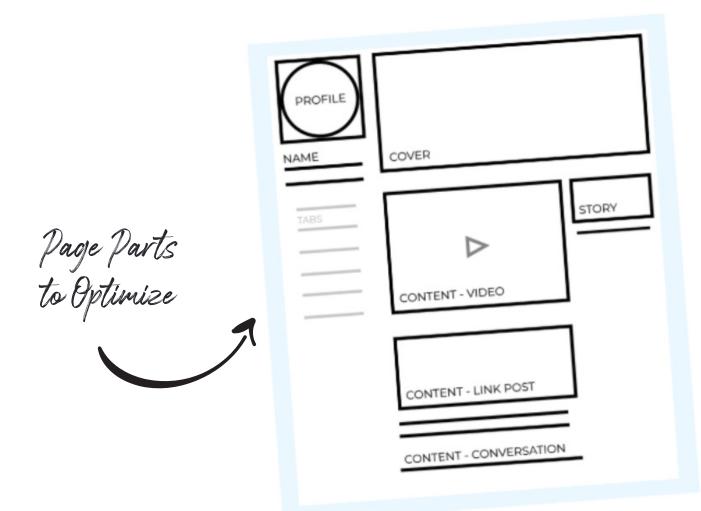
THE OUESTIONS VOLLASKED:
THE QUESTIONS YOU ASKED:

Gaining The

You can use this worksheet specifically to follow along with the "Days 4 - 6: Gaining Momentum" training video.

Ways To Message Without Being Spammy

We were just talking about ingroup, did work for you??
I LOVED your response about in thegroup AND I had a follow up question??
You just were in the group with me and I appreciated your insight and I was wondering Got any experience with THIS?? Or THAT??





You can use this worksheet specifically to follow along with the "Days 4 - 6: Gaining Momentum" training video.

Page Parts To Optimize Continued...

Cover should be 1900:1000 - see tools if you need help making your cover.

Best Tip: Use cover to ask readers a question, like "Are you a?"			
Give your page a name that is like a "club" - or v	hat your audi	ence would call themselves.	
Add a profile that is clear to identify what is pic	ıred in a sma	Il circle.	
Share 3-6 posts onto your page that you know your readers will find interesting. This is so your page is not a ghost town.			
The Person Coming To My Pa	ge Is Some	one Who	
Tool To Help You			
7557,759			
Post Deck - TONS of posts that you can just	Clipom		
copy-paste-and-post. This makes content		atic - This app will let you make	
creation a breeze.	a videc add ca	atic - This app will let you make under 1 minute long and will ptions in real-time so your video le-ready and accessible.	
creation a breeze. WordSwag - This App will let you create images	a videc add ca is mob	under 1 minute long and will ptions in real-time so your video le-ready and accessible.	
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 Creation a breeze. WordSwag - This App will let you create images for covers as well as for quote-featuring content, or memes. Vintage Font - This app is great for graphics with words on them as well as t-shirt and merch design. 	a video add ca is mobilized with m	under 1 minute long and will ptions in real-time so your video le-ready and accessible. y - This app will let you make a captions - this style is popular ost square talking head vids.	

Your Raving

You can use this worksheet specifically to follow along with the "Days 7 – 10: Your Raving Fan Base" training video.

Time To Brag! Post To Your Segment!

Pick a "Brag" Post and get your newly segmented friends to engage.

These build rapport - a "give" before your ask.

When was the last time that you?			
What is YOUR best tip for??			
Brag time! What's your favorite?			
Who is beyond excited that?			
Who are the in my pals?? You know	who you are!		
Who has the best EVER??			
Shout out if you've (and spill the de	tails for the rest of us!)		
Brag Time: What win are you celebrating today?			
The Video Formula			
1 - Opening Manifesto	2 - Connection (add them to your story)		
I am OBSESSED with! Don't you just LOVE it when! The world is a better place if	Are you obsessed with too?? Tell me about your		
3 - Introduce yourself & tell them a story Hi guys! It is your name here and I am here today to tell you my experience with (and then tell them a story).	4 - Wrap Up and Call to Comment or Talk to You		



You can use this worksheet specifically to follow along with the "Days 7 – 10: Your Raving Fan Base" training video.

What Should You Say?

	Come join us!		
	Are you obsessed with too?? I started a community page to talk all about it!! Can you like my page & "join" us??		
	WHOOOP!!! I have been thinking about creating a page for AGES about Did it!! Who will be my first "fan"??		
	We just started this page @ & it is AWESOME!! I know you love as much as I do. Make my day, come like my page!!		
	Commit To It Now!		
	IN 1 YEAR I WILL HAVE AN AUDIENCE OF		
Notes:			

Social Media Secrets Notes

You can use this worksheet specifically to follow along with the "Social Media Secrets" training video.



You can use this worksheet specifically to follow along with the "Social Media Advanced" training video.

Answer Priming Questions to figure out where your Target Audience is hanging out online:

»	1	Who are their role models and who do they follow?
»	2	Who do they follow on social media?
»	3	Where do they go to learn new things and get information?
»	4	What social platform are they most active on?
»	5	What groups are they part of?
>>	6	Speak their language. What keywords or lingo do they use?
>>	7	Where would they hang out in real life? (organizations, venues, clubs, etc)



You can use this worksheet specifically to follow along with the "Social Media Advanced" training video.

Outline your social media Content Strategy, start implementing it, and stick to it!

>>	1	What's the purpose of your content?
>>	2	How will you humanize your brand?
>>	3	What's going to be the primary social platform that you'll post on?
>>	4	How many times per day will you post?
>>	5	What will the format of your content be? (pictures, videos, pictures with text overlay)
	Deve	elop a list of Hashtags (keywords) that your Audience would be using online
>>	1	Compile niche-focused hashtags (more targeted)
>>	2	Compile industry-related hashtags (broader reach, less targeted)

Podeast With
JOHN LEE DUMAS

You can use this worksheet specifically to follow along with the "Crushing Podcasts With JLD" training video.

CURIOSITY	EXPERTISE



You can use this worksheet specifically to follow along with the "Crushing Podcasts With JLD" training video.

»	I	What could your podcast topic be after completing the exercise above?
»	2	What are a few potential podcast names of yours?
»	3	What could your podcast "category" be?
>>	4	Describe your "ideal listener" in detail.
>>	5	What could your podcast format be?
»	6	What will your podcast frequency be to start?
»	7	What are some topics you could talk about on your show?
>>	8	Who could be a guest on your podcast and who could you be a guest on?

Facebook Blueprint Notes

You can use this worksheet specifically to follow along with the **"Facebook Blueprint"** training video.

YouTube Starter Pack Notes

You can use this worksheet specifically to follow along with the **"YouTube Starter Pack"** training video.



You can use this worksheet specifically to follow along with the "Affiliates Made Easy" training video.

WELCOME EMAIL EXAMPLE

Subject: [Full name] your application was accepted! (IMPORTANT!)

Hey FIRSTNAME!

First off, let me be the first person to welcome you as an official partner of the world premier launch for Mastermind.com!!

I will be your point of contact if you need anything at all. Questions about our launch strategies, how everything works, etc. Our main goal is to make this launch as easy for you as possible...

We're all really excited to have you on board and a part in this mission. PLUS, we have the incredible Russell Brunson on as a partner as well! What more could you ask for lol... We're truly excited for you to help make this the biggest launch in history.

So first what you need to do is get logged into your dashboard. This is your hub and will house all your needed assets for this launch. Affiliate links, swipe files, etc.

There's also a quick welcome video Tony and Dean filmed for you so make sure you check that out as soon as possible.

Dashboard Link:

Username:

Password:

Again, we are SOOOO excited to have you on this mission with us to help make self-education the new norm...while at the same time, giving you one of the best launches of the decade.

Can't wait to talk soon!

Make sure to add [your email or assistant's email] to your contact list too so you see our emails when we send them:)

Chat soon, Your Name

P.S. If you have an assistant or someone else you would like to be involved with these emails let me know!

Email Management Basics Notes

You can use this worksheet specifically to follow along with the "Email Management Basics" training video.



You can use this worksheet specifically to follow along with the "Beta Launch" training video.

A STORY OF SUCCESS



Meet Cameron

ENVIRONMENTAL ENTREPRENEURS

Cameron Arsenault is from Prince Edward Island and has a background in Engineering. In March he was working a job that he hated, he was burnt out, not serving his purpose but he knew that he wanted to work for a cause that he really cared about and make an impact on the world.

He had a lot of doubts, no game plan but knew that something had to change. Then realized he needed to invest in himself first.

He invested in KBB in April and two months after completing KBB he had 47 sign ups for his event. His first event was a global summit for environmental entrepreneurs wanting to make an impact on the environment.

"It was all organic so I promoted on social media and also got the speakers on the summit to promote as well to social media, and a couple emailed their lists as well!"

Now it's your turn! Congrats on completing Module 4!

#KNOWLEDGEBROKER

Moque 5

RUNNING YOUR EVENT

by Tony Robbins & Dean Graziosi



PSYCHOLOGY OF RUNNING



Use this worksheet specifically to follow along with the "The Psychology" training video.

From Dean Graziosi (Personal)

Make sure the responses go to a unique Gmail account like **event@domain.com**

	» Subject: Getting together in LA
	Hi NAME I'm doing a small group mastermind towards the end of January in LA
	Would you like to join us?
	Dean
	Mock replies:
	• No thanks
	What are the dates for the upcoming events
	Send more information
	· How much do these sessions cost, and does the price include lodging as well?
Notes:	

PSYCHOLOGY OF RUNNING



>> 2 Your Next Reply:

Reply From "Dean Graziosi (Personal)" – If they are interested at all, manipulate the email to sound personal to them. Acknowledge something they said, answer their specific questions, etc...

» From Dean Graziosi (Personal)

Hi **NAME**.

The room is separate but the rates are reasonable! (personalized to their questions or comments)

So, here's what I'm going to do in LA...

Since I'll be in the area to speak to a big stage of people I've decided to use my time wisely and wanted to see if you'd like to meet up? I'll be done speaking each day by 10 AM and figured we could connect after...

So what I've decided to do is to spend I day with a small group (No more than IO people) working on the 8 principles in my new Millionaire Success Habits course to increase profits and success in your business and in life.

Plus it's not a "live event" it's a small mastermind, so I'll be able to go deep on where you are, where you want to go and then help you design the perfect "how" to get there. I've done less than 15 of these types of small, intimate events over the past 10 years and not only were they damn amazing, but each one to-date has sold out.

The energy is really great in a small group like this. I'm used to doing 500+ person events, so it's nice to really go deep with people in a more intimate setting.

I've got a whole success process I go through in private consultations, working on putting together real strategies, habits and processes for next level success. I will also share my marketing secrets that most people never get to learn about in a regular event from a stage.

There's going to be a very special a meet and greet on January XX from 7pm to 9pm where the mastermind members and myself can get to know each other on a more personal level before we hit the ground running! Then we will go from 10am to 5pm at the X hotel in Los Angeles.

It would be cool if you could come.

The cost is \$10,000 and I just need to know if you want me to save you a spot for now... I'm pretty confident it's going to fill up fast.

Let me know if you're in!

Dean

PS - As soon as you decide, I'll send you access to my new Abundance Mastery Course, so you can go through that before you come



» 3 Questions/Comments/Concerns

Next we wait for a reply. If they have questions we answer them. If they say they are in like the example email below – then we make the hand off. See below...

Example: Still have a spot left in LA? If so, I'm in. How do I pay for it? - Chris

» 4 The Hand Off

Ok now the handoff happens. I forward this to Susan and she replies accordingly. This would be the reply from me once they said "they were in or reserve a spot"

- From "Dean Graziosi (Personal)"
- Great! So glad you want to join us! (I've copied Susan she's our concierge for this event).
- Hi Susan... FIRST NAME is going to join us in LA... Can you get him all set up please?
- Thanks!
- Dean

>> 5 The Gate Keeper Email

Now Susan goes to replying from here.

- From Susan Sutton
- Subject: Re: Chris is coming to LA

Hi NAME.

Glad to hear you want to join Dean in LA:)

I just have a few qualifying questions to make sure it is 100% fit for you to have one of these few spots. What is the best number and best time to reach you for a quick 5 minute call?

Can't wait to chat, Susan!

THEN SUSAN WOULD GET ON THE PHONE AND GO THROUGH THE SAME "GATE-KEEPER" SEQUENCE AND THE "EXPERT CLOSE" SEQUENCE YOU LEARNED ABOUT IN MODULE 2





SBJ: Can't wait to see you in LA!

Hey **NAME**! Here's what you need to know so far...

The event is going to be at the XYZ Hotel in LOCATION.

You should plan to arrive on Monday evening if you can as Dean will be hosting an informal get together starting at 7pm at the hotel.

It will be a chance to meet everyone before the event.

The event will start at 10:00 am on Tuesday January 26th and go until 6:30 PM.

If you need anything you can reach me at this email address, or our office number 800-XXX-XXXX

I know Dean is excited... And I hope you have a great time!

If you need anything at all, please let me know!

Sincerely, Susan

PS - Please follow this link to complete a short intro about you and your business so I can put together some background information for Dean before the event.

Hotel Details XYZ Hotel

Phone Reservations: 1-888-XXX-XXXX Internet Reservations: www.hotel.com

Notes:			

Your Virtual Event Notes

You can use this worksheet specifically to follow along with the "Running Your Virtual Event" training video.



You can use this worksheet specifically to follow along with the "Setting Up & Running With Zoom" training video.

Your First Event Notes

You can use this worksheet specifically to follow along with the **"Your First Live Event"** training video.



You can use this worksheet specifically to follow along with the "Location" training video.



You can use this worksheet specifically to follow along with the "Attendee Communications" training video.

Here are two questions we always ask our attendees on their final "courtesy call" to make sure they are prepared for the event:

What are you most looking forward to at the event?

» <u>2</u>

Is there anything we can do to make this event exactly what you are looking for?

Feel free to add any other questions of your choice to the call as well!

Notes:		



You can use this worksheet specifically to follow along with the "Creating Event Assets" training video.

Event Logistics - Room Examples

You can use this worksheet specifically to follow along with the "Event Logistics" training video.











This is a checklist you can use for your event to make sure you have everything you need!

Pens	Bonding Gifts
Lanyards	Table Names
Badge & Holders	Binder & Cover
Journals	Rentals
What Else	Do You need?

Final Room Prep Notes

You can use this worksheet specifically to follow along with the **"Final Room Prep"** training video.

Day of Event Notes

You can use this worksheet specifically to follow along with the "The Day Of The Event" training video.



You can use this worksheet specifically to follow along with the "Entire Process Step by Step" training video.

Thank You From Dean Notes

You can use this worksheet specifically to follow along with the "Thank You From Dean" training video.



ONLY ONE MODULE

LEFT TILL YOU'RE A KBB GRADUATE!





KNOWLEDGE CONSULTANT

by Tony Robbins & Dean Graziosi



Make a list of people you know or someone you know that may know someone who has a following and has yet to put on their own small group, workshop or mastermind. (Try and get a recommendation from a friend or family member)

Find out the best way to contact the person or people you ask.
Whether it's social media, phone, email, etc. Start compiling as much data on them as possible.

Example: Jordan Syatt (Fitness Niche)

- His Instagram: www.instagram.com/syattfitness
- His YouTube: www.youtube.com/channel/UCZk-b1KyEL9rovh7zdfw_lg
- His Twitter: twitter.com/SyattFitness
- His Contact Form: www.sfinnercircle.com/contact/
- His Facebook: www.facebook.com/syattfitness/
- His Website: www.syattfitness.com/
- His LinkedIn: www.linkedin.com/in/jordan-syatt-80546940
- Message your ideal expert using a similar script as below:

"Hey NAME, this is NAME. I truly love everything you do.

Over the past few months I've learned how to run impactful and profitable small groups, workshops and masterminds from Dean Graziosi, Tony Robbins and Russell Brunson.

And I think you would be the IDEAL person to share your knowledge for massive impact and profit.

Why don't you DM/email/call me and I'll explain how the whole thing works and how simple it will be for you to do one of these things!"



Pick a niche you are passionate about and can see yourself working in.

Fitness for new moms trying to get back in shape.

» 2

Make a list of people you know or someone you know that may know someone who has a following and has yet to put on their own small group, workshop or mastermind. (Try and get a recommendation from a friend or family member)

Karen Fields	Bailey Lewis	Taylor Gaines

Find out the best way to contact the person or people you ask.

Whether it's social media, phone, email, etc. Start compiling as much data on them as possible.

Instagram, Facebook, YouTube and her website

Example: Jordan Syatt (Fitness Niche)

- His Instagram: www.instagram.com/syattfitness
- His YouTube: www.youtube.com/channel/UCZk-b1KyEL9rovh7zdfw_lg
- His Twitter: twitter.com/SyattFitness
- His Contact Form: www.sfinnercircle.com/contact/
- His Facebook: www.facebook.com/syattfitness/
- His Website: www.syattfitness.com/
- His LinkedIn: www.linkedin.com/in/jordan-syatt-80546940

Message your ideal expert using a similar script as below:

"Hey NAME, this is NAME. I truly love everything you do.

Over the past few months I've learned how to run impactful and profitable small groups, workshops and masterminds from Dean Graziosi, Tony Robbins and Russell Brunson.

And I think you would be the IDEAL person to share your knowledge for massive impact and profit.

Why don't you DM/email/call me and I'll explain how the whole thing works and how simple it will be for you to do one of these things!"



Mark your completed tasks from the following lists

The Knowledge Broker Checklist	The Expert Checklist
Go Through The Entire Kbb Course	Answer The Survey Questions
Create The Event In The Software	Agree To Be In Contact With Kb For Questions
Send Survey To The Expert	Watch All Of The Tool Trainings
Build The Expert's Agenda	Watch "Hook, Story, Close" Training
Understand Expert's Niche & Ideal Client	Film Any Videos Needed
Build Out Event Funnel (Write Copy For It)	Let Kb Use Following To Fill Event
Help Expert Market Event	Help Close High Ticket Sales
Help Expert Understand "Hook, Story, Close"	Watch Event Running Section
Help Expert With Application Sales (If They V	Vant) Prepare & Practice For Event
Help Expert With Pre-Event Communication	Show Up And Over-Deliver
Handle All Event Logistics	
Help Expert Understand "Story, Teach, Tool"	
Be Present At The Event	
Remove Complexity For The Expert	
Split The Profit	



You can use this worksheet specifically to follow along with the **"Knowledge Reporter"** training video.

>>>	1	Write down some topics you are passionate about sharing with the world but aren't an expert in it, yet.		2	Narrow down to your one core question. What is it? Use Russell's as an example if you want to.
>>	3	Write down a list of people you could interview that ARE experts in the topic you chose. Think outside the box if you must!	*	4	Write down how you want to package your interview or chapter, etc. How does that look?
	Notes:				



On this chart below, list out what you are going to accomplish in the next 15 minutes. Write down what you're going to do in the next hour. Write down what you're going to do in the next 24 hours, 7 days, 14 days and 30 days.

Timeframe	What you are going to accomplish
Next 15 Minutes	
Next Hour	
Next 24 Hours	
Next 7 Days	
Next 14 Days	
Next 30 Days	
Next Year	



On this chart below, list out what you are going to accomplish in the next 15 minutes. Write down what you're going to do in the next hour. Write down what you're going to do in the next 24 hours, 7 days, 14 days and 30 days.

Timeframe	What you are going to accomplish
Next 15 Minutes	In the next 15 minutes I am going to make a not to do list
Next Hour	In the next hour I am going to register the domain I have been putting off
Next 24 Hours	In the next 24 hours I am going to reach out to 5 potential new clients
Next 7 Days	In the next 7 days I am going to get my first new mastermind client
Next 14 Days	In the next 14 days I am going to have my event half full and on the way to full
Next 30 Days	In 30 days I am going to have my mastermind completely sold out!
Next Year	In the next year I am going to run 2 successful events for \$50,000 profit

CONGRATULATIONS ON COMPLETING KB!

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GET YOUR TICKETS!

The Knowledge Broker World Summit Is The FIRST EVER In-Person Event Hosted By Tony Robbins & Dean Graziosi With The Sole Focus Of Delivering You The Capabilities To Be More Affective, Efficient And Go Faster In Scaling Your Impact In The Skyrocketing \$455 Million Dollar Per Day Self-Education Industry By Becoming A Prestigious "Knowledge Broker"!

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