

DEAN GRAZIOSI & TONY ROBBINS PRESENT

The Mastery Program

SIGNATURE PROGRAM WORKSHOP



Signature Program Checklist

WELCOME AND CONGRATULATIONS!

You made it to the first step to your **NEXT LEVEL** of mastermind success.

During the next 3 days we will be diving deep into all aspects of your mastermind including...

DAY 1

- ☐ Establish Clarity on Your Niche + Ideal Client Avatar
- ☐ Complete Your Solution Statement
- ☐ Outline Your Signature Process (Teaching Points)
- ☐ Correlate Your Tools With Your Signature Process

DAY 2

- ☐ Compile a list of scenes to anchor teaching points
- ☐ Complete Your Beta Outline
- ☐ Practice + Develop Your Scenes With Coaching Review
- ☐ Establish Date For Your "BETA" Mastermind
- ☐ Network Reachout Script
- ☐ Network Reachouts

DAY 3

- ☐ Learn The Hook, Story, Call To Action Framework
- ☐ Establish First Steps For Your Organic Marketing Plan
- ☐ Quick Marketing Guide
- ☐ Implement + Start Preparing For Your BETA

THE MASTERY PROGRAM

Day #1

OF THE SIGNATURE MASTERMIND

Signature Workshop

DEFINING YOUR NICHE & ICA *(Ideal Client Avatar)*

Before beginning, understand that this process should take you approximately 1 hour.

If you finish in less time, go through it again and refine your answers. The more time you invest in this process now, the less time you will need to spend later trying to bring clarity in your marketing/sales messaging.

Rather than question what you should say in your copy/messaging, you can always quickly refer back to this and make sure it aligns with what you've outlined here.

NICHE

1. What is the problem you solve?

- a. *Ex:* Health/Fitness: "I help postpartum moms get their health back, lose weight, and feel sexy again."
- b. *Ex:* Wealth/Finance: "I help architects get promoted and advance in their career."
- c. *Ex:* Relationships: "I help spouses get their relationships back after experiencing trauma."

Signature Workshop

2. What is the step by step process for the problem you solve

(This is the process you'll take people through to get them from where they are to where they want to go.)

a. i.e. Your Solution (Recommend a minimum of 3 steps with a maximum of 5)

- i. Step 1: _____
- ii. Step 2: _____
- iii. Step 3: _____
- iv. Step 4: _____
- v. Step 5: _____

3. Which of the three core markets does your solution fall into. (CIRCLE ONE)

Health

Wealth

Relationships

4. Within your core market (Health/Wealth/Relationships) start to "niche down".

(Identify the sub-market your solution fits within and circle it).*

Education

Media

Tech

Marriage

Military

Arts

Entertainment

Business

Religion/Faith

Government

Parenting

Science

Finance

Sports

Education

Family

**This list is not exhaustive. These are just examples and you can add to this list.*

Signature Workshop

IDEAL CLIENT AVATAR (ICA)

1. Describe your Ideal Client Avatar

(This is the person you want to serve.)

a. Build a “Persona” and give that persona a name, i.e. “Jack or Jill”

- | | |
|-------------------------|---------------------------------------|
| i. Age | vi. Emotional/Mental/Spiritual Health |
| ii. Demographics | vii. Affiliations/Networks |
| iii. Income Range | viii. Hobbies |
| iv. Relationship Status | ix. Recreational Activities |
| v. Family Dynamics | x. Current Financial Situation |

2. GO DEEPER: Get as granular and nuanced as you’d like.

Understand that the more narrow your niche becomes, the easier it will become to connect with your ideal client.

a. Where do they hang out online?

i. *(Which Social Media Platform is their primary one?)*

1. Facebook, LinkedIn, Instagram, TikTok, YouTube

b. Describe their typical day

c. What is their “dream” vacation?

d. What subscriptions do they have?

e. What do they do on weekends?

f. Any additional relevant information

Signature Workshop

IDEAL CLIENT AVATAR (ICA)

3. **What do they find painful in their current situation?**
(What do they want to change about their life?)
4. **What do they want life to look like/who do they want to become?**
5. **What is the compelling future/vision they have of the future?**
6. **What do you need to teach them in order to help them get this result?**
(for example, if they want to become healthier, happier, and look better, then they would need to know how to create and maintain a fitness and nutrition plan.)
7. **What does their life look like after they've solved their problem?**

8. **Write a clear SOLUTION STATEMENT for the problem you solve below:**

- a. **Ex:** "I help (ideal client avatar)_____ achieve (desired result) _____ through (your proprietary process)_____ without (point of resistance) _____."
- b. **Ex:** "I help fitness instructors build successful online fitness classes through our "BUILDYOURONLINEFITNESS" program without any of the tech headaches."

Your Mastermind Outline Draft

TEACH

Now that you have answered what you need to teach them in order to get to their result. Let's break that process down into 5 steps below. We suggest using only 5 steps for your Beta. If your process is longer, simply use the first 5 Steps in your process.

Let's take the Mastery Program for example: The 1 problem that is being solved is to help you establish build and scale your own knowledge business.

The 3-5 steps you need to learn in order to be successful with that are:

1. *Establish your foundation.*
2. *Create, fill, and run your beta mastermind.*
3. *Create an audience through the organic market process.*
4. *Sell your program to your audience.*
5. *Scale your business.*

As you can see, there is not enough time to fit all of this into one workshop, so instead it has been broken up in to 3 separate workshops!

What we are doing on this page is creating the teaching points for our first half day to 3 day workshop *(if this is your first mastermind then we recommend you start with a half day workshop so you can get the experience and feedback that you need to create a highly targeted and effective FULL version of the workshop. Remember that taking baby steps will keep you from making mistakes that could set you back.)*.

For our teaching points let's use today as an example!

TEACH #1: Establishing your foundation by identifying and narrowing down our niche and ICA.

TEACH #2: Let's start creating our BETA mastermind by first identifying the 3 to 5 teaching points we are going to cover in our beta mastermind and writing them down. *(This is where you are at right now in the workshop)*

TEACH #3: Now that we have our 3 to 5 teaching points let's choose (or create) the tools we are going to pair up with each teaching point to help our students better understand the thing they are learning. **NOTE: all of these tools can be combined to create your very own workbook!*

TEACH #4: Now that we have our teaching points and our tools, let's tie all of this together by creating scenes that we can use to introduce our teaching points and make them relatable to our students! Once we finish this section we will have completed creating our BETA mastermind outline! *(This teaching point will come to you guys during the morning of Day 2 but if this was a one day workshop we could have added this to today.)*

Your Mastermind Outline Draft

TEACH

Now that you understand where you are in the process, use the space below to write down the 3 to 5 teaching points you will deliver during our BETA Mastermind.

As a friendly reminder, if this is your first mastermind we recommend that you do a half day workshop to get started. Remember that you can always create and sell a full or extended version of this to your attendees at the end of your BETA Mastermind

STEP #1 TEACHING POINTS: _____

STEP #2 TEACHING POINTS: _____

STEP #3 TEACHING POINTS: _____

STEP #4 TEACHING POINTS: _____

STEP #5 TEACHING POINTS: _____

Your Mastermind Outline Draft

TOOLS

Now that you know the steps and the process you can use to explain each teaching point, you can either choose one of the KBB tools or create a tool that applies to each one of your teaching points.

Your tools will help your clients/students go through a practical exercise to better understand your teaching points and make them more tangible and clear.

EXAMPLE TOOL

The Smoothie Tool

The smoothie tool will help you create a healthy smoothie to get you on track with your eating goals. You'll need to choose a fruit, a green, a protein powder, and a liquid (*juice or milk*).

Circle one item from each list from the options below to create your first healthy smoothie.

PROTEIN

Whey Protein

Casein Protein

Pea Protein

Soy Protein

VEGETABLE

Kale

Spinach

Arugala

Sprouts

Baby Greens

FRUIT

Blackberries

Blueberries

Strawberries

Raspberries

Mango

Kiwi

LIQUID

Water

Green Juice

Orange Juice

Grapefruit Juice

Almond Milk

Oat Milk

• Don't forget to envision your ideal client in each step and think through where they might get stuck, see breakthroughs, and reach the end result.

Your Mastermind Outline Draft

TOOLS

Now that you understand how tools fit in with your teaching points along with an example of how the tools can look, use the section below to fill in your idea for the tools you'll use in each teaching point of your mastermind.

TOOL #1

TOOL #2

TOOL #3

[illegible][illegible][illegible]

- Don't forget to envision your ideal client in each step and think through where they might get stuck, see breakthroughs, and reach the end result.

Your Mastermind Outline Draft

TOOL #4

[illegible]

TOOL #5

[illegible][illegible]

- Don't forget to envision your ideal client in each step and think through where they might get stuck, see breakthroughs, and reach the end result.

Your Mastermind Outline Draft

NOTES

End Of Day 1.

THE MASTERY PROGRAM

Day #2

OF THE SIGNATURE MASTERMIND

Your Mastermind Outline Draft

SCENES

Now that you have established your teaching points and tools in your Signature (Step by step) Process, write down scenes that you can correlate to your teaching points to help your audience be able to 'SEE' a practical example and fully anchor the importance of that teaching point. These scenes can be analogies, metaphors, moments from life, television, etc..."

EXAMPLE SCENE:

"At this point in my weight loss journey, I'm about half way through the my goal. But one lingering problem is that I've always had a huge sweet tooth.

So in order to cure that craving I started drinking more smoothies. I would end up going to the smoothie shop to get these smoothies, and they definitely helped, but they seemed to zap my energy and I noticed while they were making these smoothies, that they were adding a ton of sugar and I feel like that had to be hurting my progress.

So i went home and re-crafted the smoothie I loved the most so that it was healthier, it gave me more energy, and I could see more progress.

So now I'm going to teach you how to make a smoothie that will keep you on track, hedge your cravings, and taste amazing."

- Don't forget to envision your ideal client in each step and think through where they might get stuck, see breakthroughs, and reach the end result.

Your Mastermind Outline Draft

SCENES

Now that you have established your teaching points and tools in your Signature (Step by step) Process, write down scenes that you can correlate to your teaching points to help your audience be able to ‘SEE’ a practical example and fully anchor the importance of that teaching point. These scenes can be analogies, metaphors, moments from life, television, etc...”

SCENE #1

[illegible]

SCENE #2

[illegible]

- Don't forget to envision your ideal client in each step and think through where they might get stuck, see breakthroughs, and reach the end result.

Your Mastermind Outline Draft

SCENE #3

[illegible]

SCENE #4

[illegible]

SCENE #5

[illegible]

- Don't forget to envision your ideal client in each step and think through where they might get stuck, see breakthroughs, and reach the end result.

Practicing Your Scene

PRACTICING YOUR SCENES IS IMPORTANT!

This is going to help you:

- a. *Get more comfortable speaking to a group of people.*
- b. *Test the scene to see if it resonates with your students.*
- c. *It helps you make the scene better by identifying which details are most important.*

Go back to
pages 15-16
and pick **ONE SCENE**
you can practice
in front of
your team.

Network Reconnect Script

Hey _____ (name)

How is everything? *(This is where you are going to build rapport with them i.e. How is your family? I saw you went on vacation last week ; did you have a good time?)*

I am giving you a call because I could really use your help...

I have spent the last _____ *(How long you've been working towards creating a mastermind)* developing a passion project that I have been thinking about for a long time and getting close to launching it!

Now, normally I would charge for a _____ *(mastermind/workshop/program)* like this, but because I want to impact as many people as possible I have decided to run this one time for free with a few people so I can get some feedback on it AND serve people at the same time!

(If they are your ICA) I would love to tell you a little more about it if you have a couple minutes, because I think you would be a good fit for this program. *(at this point you can tell them the problem that you are going to solve for them in this mastermind. Feel free to use your solution statement that you created on Day 1! You do not have to talk about your teaching points or your agenda because most of you are still working on that)*

(if they are NOT your ICA) I would love to tell you more about this if you have a couple of minutes because I know you might have some friends that would be interested in it. *(at this point you can tell them the problem that you are going to solve for them in this mastermind. Feel free to use your solution statement that you created on Day 1! You do not have to talk about your teaching points or your agenda because most of you are still working on that)*

Thank you so much for your time today! I am still ironing out the final details but I would love to reach back out to you *(give them a date i.e. next week)* and give you all the details! Would that be ok with you?

If they give you the names of some people that are interested then make sure to follow up with them!

Your Mastermind Outline Draft

NOTES

End Of Day 2.

Your Mastermind Outline Draft

YOU DID IT!!!

HOMEWORK: Now compile all 3 aspects of your mastermind outline below to see all the pieces come together.

This is your opportunity to evaluate each piece and visualize your ideal client in each step as you fill this out!

STEP #1

Story (Scene)

Teach

Tool

STEP #2

Story (Scene)

Teach

Tool

Your Mastermind Outline Draft

STEP #3

Story (Scene)

Teach

Tool

STEP #4

Story (Scene)

Teach

Tool

STEP #5

Story (Scene)

Teach

Tool

Homework

☐

..... Complete your BETA Mastermind Outline

☐

..... Post Breakthrough in Main KBB Facebook Group and use #MasteryProgram in your post!

The Mastery Program

Bonus: Scenes Journal Template

Create or use a small journal you can carry with you to write down scenes that you come across throughout your day.

Here are some ideas for how your journal could look:

<i>Title</i>	<i>Time it Takes To Share this Scene</i>	<i>Draft</i>

THE MASTERY PROGRAM

Day #3

OF THE SIGNATURE MASTERMIND

Your Video Framework

HOOK

STORY

CTA

Social Media Marketing



Social Media Marketing

SOCIAL MEDIA PROFILES (IG/LI/FB)

Your personal profiles on your social media accounts are one of the best places to build an audience and generate leads for your Facebook group. You simply create valuable and engaging content on those pages so you can create that initial interest. After that you simply let them know you have a FREE group that they can be a part of. Make sure to have links to your group around your page and in your content so they know how to find it! For Example: Your Facebook Banner, your IG Bio, or in your LinkedIn “about me” section. ***The easier it is to find, the higher the chance they will join.***

PODCAST

If you're being interviewed on someone's podcast, this is a fresh and warmed-up audience ready for you. The host will mention where their listeners can reach you, and you can then send them to your FB Group.

You do NOT sell from a podcast interview... you gotta “date them” a little more before you cast an offer out there, and someone else's podcast is likely all new audience members for you.

LIVE & VIRTUAL EVENTS

At some point you might have the opportunity to speak/teach at an event. This is a great opportunity to build a relationship with that audience and let them know what you are all about. Whenever you are wrapping up your speech, you will usually have an opportunity to tell people how they can continue to learn from you. At this point you can invite them to join your free group OR if you already have an offer created that would be great for this audience, you can sell to them from the stage.

Social Media Marketing

ENGAGING IN OTHER SOCIAL MEDIA GROUPS

Join a few groups that your ICA (Ideal Client Avatar) hangs out in. Once you are in those groups engage with the people in the group by creating valuable videos, answering questions in the comments, and starting conversations with people. When implemented correctly, you will notice more people sending you friend requests and sending you private messages. That will give you the opportunity to send them to your free group.

For best results, make sure that the groups you choose don't have the exact same niche as you. The goal is to add value to the group as a whole, **not steal members for your group**. As a rule of thumb your group should compliment their group. For Example: If your niche is helping single moms start business, then you could join a group where moms get together to talk about parenting. There are moms in that group that will want to start a business, so those moms could join your group and still stay active in the parenting group without conflict of interest.

REACHING OUT TO YOUR NETWORK

All of us have a network of friends and family that we can reach out to and let them know what we are doing. This is an incredibly powerful way to get connected with people that could be your ideal client! Simply make some phone calls, send messages or emails to these people in your network and let them know that you are on a mission and you were just wondering if they know anyone that might be a good fit for you. You can also ask them to share some of your posts and videos from your personal page to help you get more exposure.

This method also works as a sales strategy. Instead of pushing people to your group you just have your network connect you directly with people that might be interested in signing up for your workshop/mastermind.

Social Media Marketing

(SALES STRATEGY BONUS) FREE STRATEGY CALL

The Strategy Call is very simple but highly effective. All you have to do is let your audience know that you are offering free 15-30 minute strategy calls where you are going to help them overcome their obstacles and solve their pain points. At the end of those phone calls you will have an opportunity to tell them about your upcoming offer that could be a good fit for them. This works because for the 15-30 minutes you have the opportunity to give them a taste of what they are going to get when they sign up for your workshop/mastermind.

(SALES STRATEGY BONUS) MARKETING CALL

As humans we are naturally inclined to help others. That is why the marketing call works! To do this you are going to let your audience know that you need their help to answer some questions. Tell them that you're developing something amazing and you would love to hop on a 15-30 minutes phone call with them to ask a couple of questions that will help you develop it. In return you can offer to do some coaching with them on the call (just like the strategy call method). When you get on the call with them, ask them similar questions to what is on your application form. This serves two purposes:

- It allows you to do some quick market research to find out what your audience wants and what they need so you can better develop your workshop/mastermind and your marketing efforts.
- It gives you the opportunity to qualify them as a potential student in your program.

If they do fit your ICA profile then you can pitch them on your workshop/mastermind at the end of the call. If not you can thank them for their time and send them on their way.

Social Media Marketing

(SALES STRATEGY BONUS) WEBINAR

Webinars are a 30 min to 1 hour training on a topic of your expertise that rolls into an offer at the end. This can be done in a number of different ways but one of the most effective is to do a Facebook Live in your nurtured free group. This will allow you to add value to your members while also offering them something that could take them to the next level at the end. The beauty of doing this in your Facebook Group is that even if they don't sign up RIGHT NOW, they are still going to hang out in your group so you can continue to nurture them. That way they can buy an offer from you when they are ready.

(SALES STRATEGY BONUS) LIVE QUESTION & ANSWER

You can promote this as a mini launch... warm up your audience by letting them know you're going to do a free Question/Answer event that they can come into...

This forum is very effective since you can give them free access to you, calm and dispel fears by way of answering questions and nurturing them. At the end of the Q&A you can launch your offer. Q&A Events are also used at the END of offer launches.

For instance, you launch your program/offer/product for a couple of weeks, and 1-2 days before your offer closes you can do a live Q&A to confront any concerns, questions, confusion that your audience might have. You should also, at the end of the Q&A, restate your offer for those people who weren't aware or clear about what you were launching. People just miss stuff - it's unavoidable, so use any opportunity to reiterate whenever you can.

Your Mastermind Outline Draft

NOTES

End Of Day 3.

Congrats on Completing

OF THE SIGNATURE PROGRAM WORKSHOP

The Mastery Program