



**Take this simple quiz to see how much you might profit from
joining my Mastermind/Coaching Group**

Questions:

(please check one)

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1) Would you like to receive the benefits of a “sounding board” from other successful business owners? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2) Would receiving friendly accountability and encouragement be just the thing to help you better implement? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3) Are you particularly interested in facilitated, accelerated learning and deeper application of Kennedy-style Marketing and Business Success Strategies briefly discussed at monthly marketing meetings? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4) In trying to improve your advertising, marketing, sales and business strategies on your own, do you find you rarely have time to focus on these? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5) Would you gain valuable insights just by joining a group of like-minded, progressive business owners applying the same ideas to strengthen the courage of your convictions? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6) Would associating regularly with a focused group of successful entrepreneurs stimulate your ingenuity and imagination while inspiring you to be better and do more? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7) Would you like to have a structured opportunity to launch cooperative alliances with other local business people? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8) Creative Thinking Multiplied and Pre-Market, Break-through Idea Testing – the Mastermind Group Experience – interests Me? | <input type="checkbox"/> | <input type="checkbox"/> |

Fax the Membership Application to my attention at (559) 761-1700 ASAP.



Who Should Participate?

- Business Owner/Entrepreneur
- Self-Employed Professional in Private Practice
- Senior-level Executive with Ownership Mentality and Significant Responsibilities

Who...

- Has an honestly open mind and progressive attitude.
- Is extremely busy and needs a time-efficient way to learn and grow.
- Is highly motivated to make improvements in marketing and sales methods.
- Is eager to substantially increase income.
- Is eager to bend the business to facilitate personal and lifestyle preferences-to be its master, not its slave.
- Is willing to share ideas and experiences, and help other like-minded business people.
- Values being part of a creative process.
- Is a practitioner of “the principle of slight edge” – a successful person always seeking improvement.
- Can be counted on to participate.

Who Should Not Participate?

People who...

- Are set in their ways, stubborn, fearful of change and/or ignore truth.
- Are satisfied with or married to their present advertising, marketing, and sales methods.
- Have no need or desire for increase of income, wealth, or business value.
- Are selfish, unappreciative and/or have poor integrity.

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askJoshuaLong.com

Mastermind/Coaching Group Membership



Yes! I want to be a part of the Mastermind/Coaching Group to get individualized, no B.S. marketing, entrepreneurial success strategies, and money making solutions for my business.

Membership Includes:

- Twelve monthly, all-day, closed door Mastermind/Coaching Group meetings facilitated by Joshua Long at the Tower Mortgage office, beginning in 2008. Content has been custom-designed by Dan Kennedy for our group meetings.
- Periodic mailings of new discoveries and information you need to see.
- A maximum of 10 members. Membership will be a “mix” of business owners from various industries.
- “Risk Free”/Iron Clad Guarantee.

Membership Criteria:

- Be willing to share during the meetings your successes, victories, failures, frustrations and problems.
- Attend at least ten of the twelve monthly all-day Mastermind/Coaching Group meetings.
- Have an honest desire to grow your business to *at least double* its present size.
- Maintain confidentiality of all sensitive information discussed at the Mastermind/Coaching Group meetings.
- Twelve-month minimum commitment.
- Qualify

Membership Investment:

- \$397 per month OR receive two months FREE (\$794 savings) and pre-pay \$3,970.00 for an entire year (Membership begins January 2008 – efforts will be made to choose accommodating dates.)

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Application (cont'd.)

Briefly describe why you feel you're a good candidate for the Mastermind/ Coaching Group: (attach additional sheet(s) if necessary).

CONFIDENTIAL Data:

Business (es) Gross Revenue:

| | | |
|------|--|--|
| 2007 | <input type="checkbox"/> Under \$250,000 | <input type="checkbox"/> \$250,000 - \$500,000 |
| | <input type="checkbox"/> \$500,000 - \$1 Million | <input type="checkbox"/> \$1 Million - \$2 Million |
| | <input type="checkbox"/> \$2 Million - \$5 Million | <input type="checkbox"/> Over \$5 Million |
| 2006 | <input type="checkbox"/> Under \$250,000 | <input type="checkbox"/> \$250,000 - \$500,000 |
| | <input type="checkbox"/> \$500,000 - \$1 Million | <input type="checkbox"/> \$1 Million - \$2 Million |
| | <input type="checkbox"/> \$2 Million - \$5 Million | <input type="checkbox"/> Over \$5 Million |
| 2005 | <input type="checkbox"/> Under \$250,000 | <input type="checkbox"/> \$250,000 - \$500,000 |
| | <input type="checkbox"/> \$500,000 - \$1 Million | <input type="checkbox"/> \$1 Million - \$2 Million |
| | <input type="checkbox"/> \$2 Million - \$5 Million | <input type="checkbox"/> Over \$5 Million |

Biggest Personal/Business Challenge: (Rank Each 1-10, 10= "Big", 1= "Tiny").

- Clarity of Goals and Objectives _____
- Turning an Ordinary Biz Into An Extraordinary Biz _____
- Skills Better Than Present Opportunity _____
- Time Management and Personal Productivity _____
- Employees _____
- Fighting to Shet/Transcend Limiting Beliefs _____
- Confidence and/or Strategies to Raise Prices/Fees _____
- Competition, Commoditization _____
- Finances – ex. Making but not keeping money _____
- Leaping vs. Ladder-Climbing (I'm still ladder climbing) _____
- Still Heavily Influenced, Retriected by "Norms" _____
- Other: _____

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Application *(cont'd.)*

Self Assessment: *(Rank EACH 1-5, 1="Poor", 5="Near Perfect")*

- Advertising, Marketing, and Sales Skills _____
- Time Allocated to Marketing and Sales _____
- Systematic, On Schedule Achievement of Goals _____
- Time Management and Personal Productivity _____
- Autonomy _____
- Creative Discovery and Exploitation of Opportunities _____
- Discretion in Selecting Opportunities _____
- Tough-Mindedness _____
- Passion, Enthusiasm, Zeal, Enjoyment of Business Life _____
- Satisfaction with Income and Income Growth _____
- Satisfaction of Wealth and Wealth Growth _____
- Satisfaction with Time Allocation to Biz, to Personal _____
- Quality of Work, Business Related Relationships _____
- Quality of Personal, Family Related Relationships _____
- Satisfaction with Health _____
- Self-Esteem, Self-Image, Self Confidence _____
- Satisfaction with Recognition, Respect, Prominence _____
- Agility: Anticipation of Change, Active Embrace of Change _____
- Control of Business and Life _____
- Certainty of Reaching Financial Goals over the next 60 months _____
- Certainty of Retiring Sufficiently Wealthy _____
- Place you Live, Home you Live in _____
- People you Associate With _____
- People you Rely on _____
- Year to Year Improvements, In Toto _____
- Ability to Influence Others _____

Magic Wand Question – If you could change (only) three things in your business or life, instantly and easily, what would they be?

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askjoshuaLong.com

**Mastermind/Coaching Group
Membership**

Application (*cont'd.*)

I would like the following discussed at the monthly sessions:

Other Comments?

My Iron Clad 200% Money Back Guarantee: If after attending your first 3 Mastermind Meetings you do not think that you have received implement able, money making, stress reducing, business systemizing ideas worth **more than double your monthly membership investment**, I will refund 100% of your money with no questions asked. The last thing I want is somebody's money that did not get value from their time invested with our group. Also, after the first 3 Mastermind Meetings you attend, you can drop out any time with no obligation if you do not feel you are receiving at least double your monthly membership investment.

Warning: this opportunity will be strictly LIMITED (only 10 members), so DO NOT DELAY. Your ONLY risk is in Not doing this.

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The Investment....

How does it **compare to the value of ONE new customer**, client or patient in your business?

How does it **compare to the WASTE and LOSS** – that could be prevented! of one “dud” advertisement or mailing or promotion?

How little of an income increase, by percentage, does this need to produce to recoup this investment?

How many things do you spend the same money on everyday without thinking twice about it?

- >> A double-latte and croissant a day at Starbucks.
- >> 2 to 3 gallons of gas a day.
- >> A magazine bought at a newsstand
- >> One movie ticket (no popcorn).

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