

THE KNOWLEDGE BUSINESS BLUEPRINT

FROM TONY ROBBINS, DEAN GRAZIOSI, AND RUSSELL BRUNSON...

Congratulation... you did it! You just proved to not only us, but to yourself, and the entire world that you are serious...

Serious about making a lifelong impact, and building a legacy for generations to come...

You are joining us on this critical, once in a lifetime mission, to extract the world's knowledge, share it, and profit from a \$129 billion dollar industry... by getting paid to help others!

And that's where this workbook comes in...

We specifically spent the last 8 months designing this incredible course & software so that you could walk away after just 4 simple modules with the confidence to take your impact and profit to heights you never thought were possible.

Now, in your hands... you hold the keys to SUCCESS!

We have spent the last 60+ years learning what it takes to generate massive success in this industry and now you are armed with the tools and strategies we've learned to master it.

Please, from the bottom of our hearts...Do not let this once in a lifetime opportunity slip by!

So schedule in the time and start taking action by using this workbook alongside the course and let us guide you through the journey of specialized knowledge.

This workbook was created to make sure you don't miss any key ingredients important you your success. We wouldn't have sent you this personally if we didn't think it was that important!

And finally, once again, we are so excited to have you with us on this incredible mission...So here's to more impact, more income, and leaving a legacy for generations to come!

ALSO: There are still a few seats left for the one day, in person, live immersion training with Dean, Russell and Tony happening in Florida early November.

It's a rare opportunity to meet and learn from all of us in one place. Each one brings our own unique ability to the table sharing how to launch your mastermind (or any) business.

*Go to **DeanAndTonyLive.com** to watch a quick video and enroll before all seats are gone*

Live with passion!

Tony Robbins, Dean Graziosi & Russell Brunson



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THE KNOWLEDGE BUSINESS BLUEPRINT

EXPERT | KNOWLEDGE BROKER | REPORTER



**“IF YOU DO
WHAT YOU’VE
ALWAYS DONE,
YOU’LL GET
WHAT YOU’VE
ALWAYS GOTTEN”**
- TONY ROBBINS

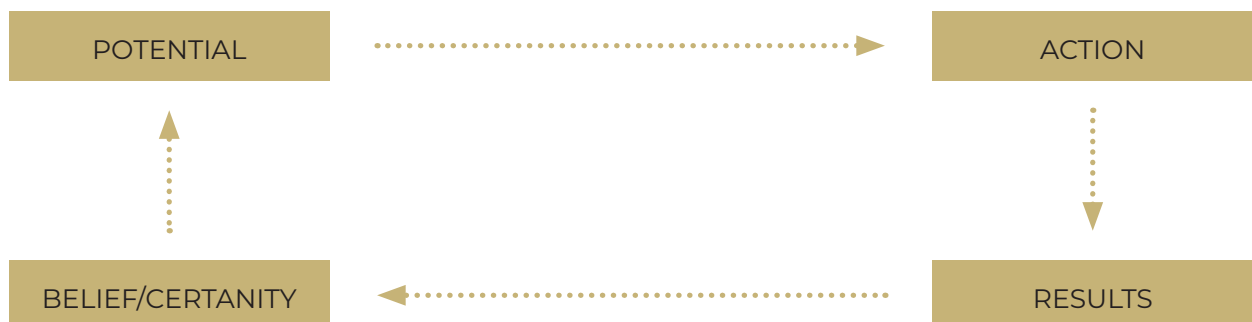
MAKING SELF EDUCATION THE NEW NORM

*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 take action on what they know? Decide up front, why you're doing this.

Massive Action + Certainty + Effective Execution = Cure All

Get rewarded in public for what you practice in private.

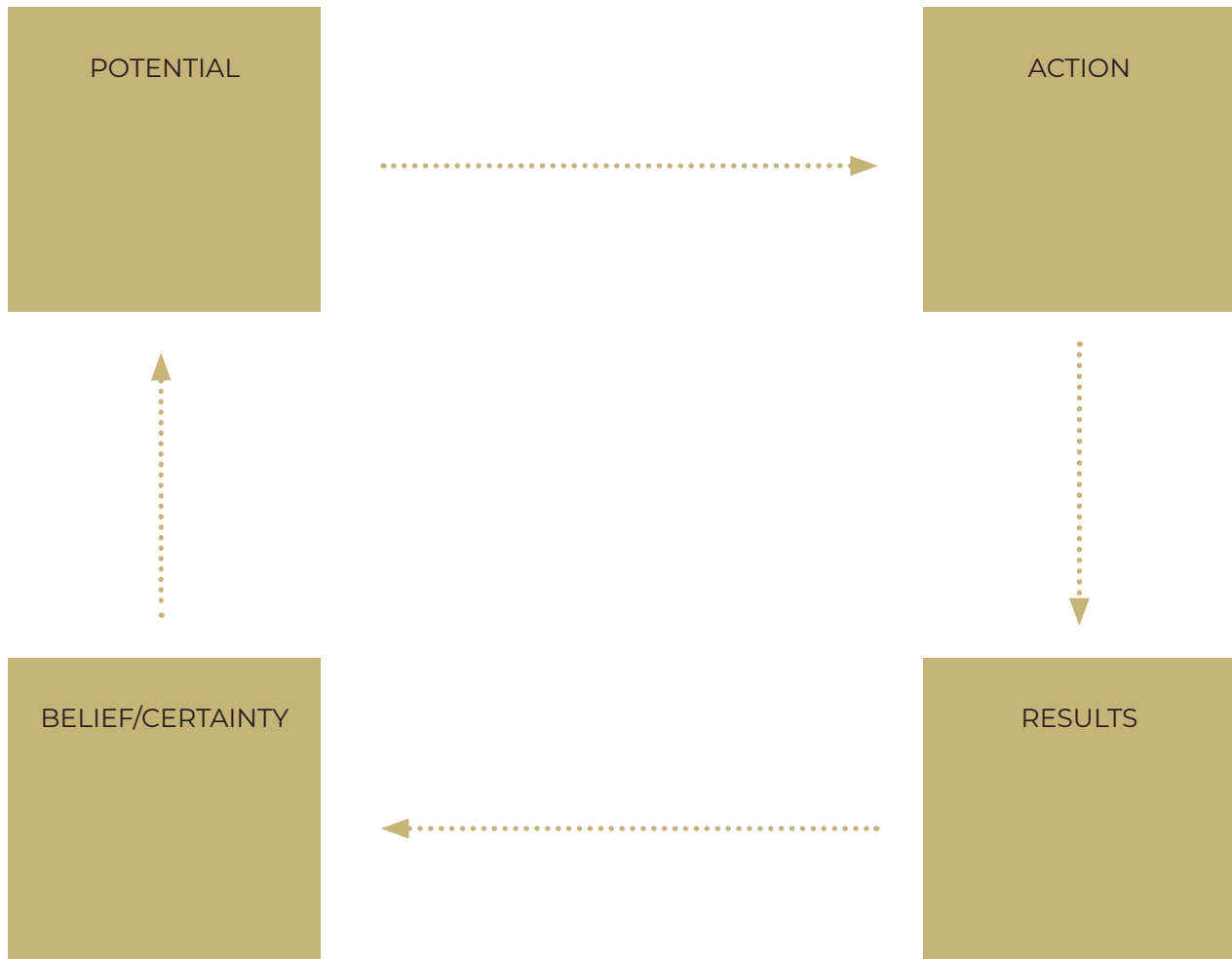


WHAT DOES IT TAKE TO SUCCEED



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



NOTES:

DISCOVERING YOUR SUPERPOWER



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 things you would never outsource.

4

Write down 2-3 stories that were turning points in your life.
Your “epiphany” moments.



IDENTIFYING YOUR IDEAL CLIENT



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 market is the key.

Knowing the avatar of your perfect ideal client.

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

NOTES:

1 When you reverse engineer your superpower, what attributes does your ideal client have?

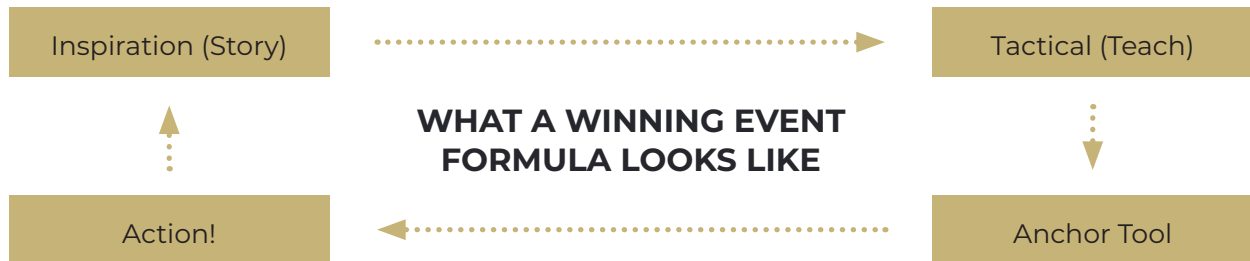
2 What are your ideal client's 3 biggest pain points?

3 What are your ideal client's 3 biggest desires?

THE SECRET ART OF STORYTELLING



You can use this worksheet specifically to follow along with the **"Secret Art Of Storytelling"** training video.



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.

1

Story #1

2

Story #2

3

Story #3

4

Story #4

EXTRACTING WHAT TO TEACH #1



You can use this worksheet specifically to follow along with the **“Extracting What To Teach”** training video.

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’re doing in your business that makes you more successful than your competition and that others may not know exists?

EXTRACTING WHAT TO TEACH #2



You can use this worksheet specifically to follow along with the **“Extracting What To Teach”** training video.

THE RIFFS

Pick 5 -7 riff topics you could talk about for 10, 15, 30 minutes passionately with no notes at all.
These are your favorite things in the world to teach or share.

1

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

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THE CLARITY TOOL

MAPPING YOUR BIGGER FUTURE



*Exponential growth can be achieved when you know your destination before you begin. **This tool is great 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: _____

1- CURRENT STATUS (THE TRUTH)

2- ONE YEAR GOALS (LOOK BACK)

3- WHY THESE GOALS ARE IMPORTANT

4- CAPABILITIES NEEDED TO ACHIEVE GOALS



THE INTRO CARD

WHO I AM & WHAT I DO

Name: _____

I love to: _____

The best thing about my business is: _____

I'm a part of this event because: _____



THE INTRO CARD

WHO I AM & WHAT I DO

Name: _____

I love to: _____

The best thing about my business is: _____

I'm a part of this event because: _____





7 LEVELS DEEP EXERCISE



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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: Why do you want to be successful in life?

2

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 _____?



This tool will narrow an attendee's 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 being the lowest and 5 being the highest priority)



YOUR NOT-TO-DO LIST

THE TIME COMPOUNDER



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More important than a to do list is a **“not to do list”**. This exercise will help you find the things you should NOT be spending time on and help you either automate them, delegate them or eliminate them!.

Name: _____

Date: _____

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

List the actions that you spend time on:

Circle one of the following for each

1. _____

2. _____

3. _____

4. _____

5. _____

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

1

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

2

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

NOTES:



NEEDLE MOVERS



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*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.*

Name: _____

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?



THE SPOTLIGHT



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

Name: _____

Date: _____

1

What's the biggest problem you are facing?

2

What are your possible solutions to your problem?

3

What's an opportunity you want to capitalize on?

4

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

NOTES:



THE SUCCESS LOOP™



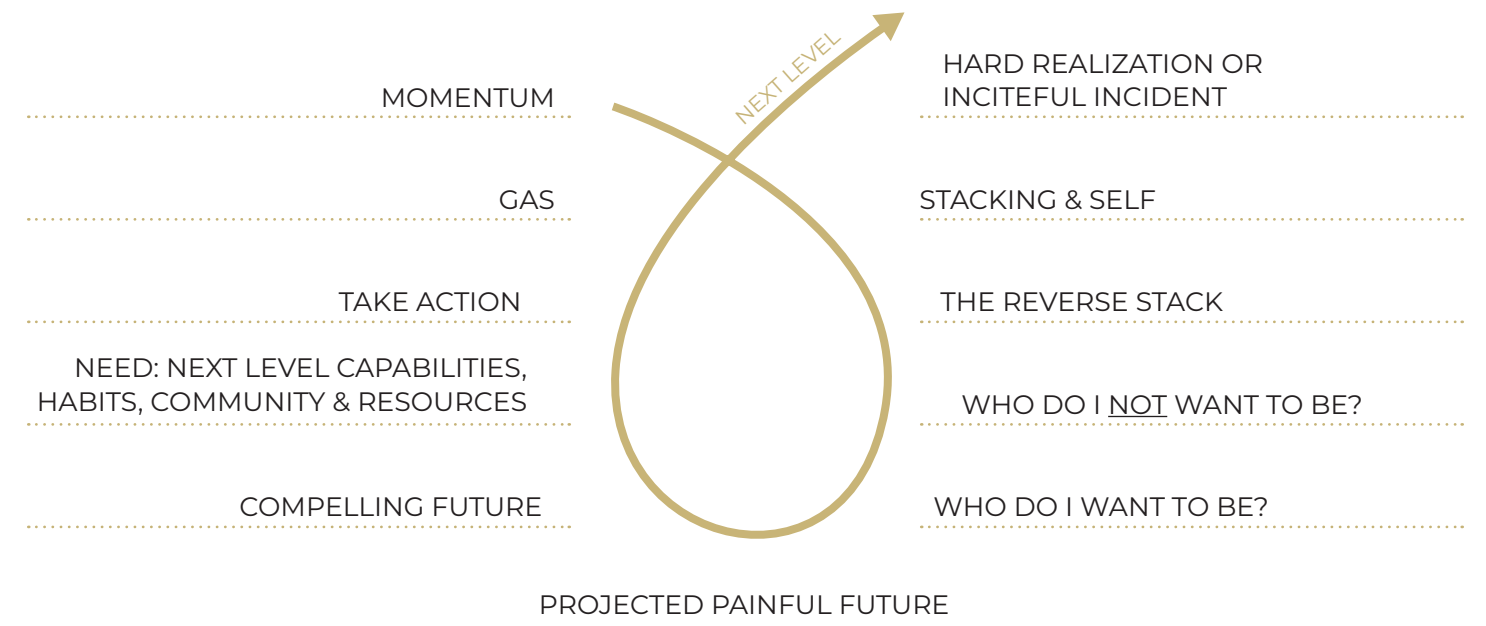
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As an entrepreneur or someone who achieves, we all start somewhere in our journey to success. **This tool will help you come out stronger, faster and smarter** when unexpected realities happen in your life and business. You can transform your thinking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

Name: _____

Date: _____

EXAMPLE SUCCESS LOOP



YOUR SUCCESS LOOP

My hard realization / inciteful incident:

My projected painful future:

How I'm Stacking:

My compelling future:

Who I don't want to be:

My next level capabilities, resources, help / guidance

Who I do want to be:

How I plan to take action:

Who I am being

How I fuel (gas) the action:



HOW TO GET EXPONENTIAL RESULTS



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

TAKE ACTION



ADVANCED NEGOTIATION TOOLS



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

Name: _____

Date: _____

THEIR IDEAL

MY IDEAL

MY STORY

DEAL POINTS

1. _____

2. _____

3. _____

CIRCLE ONE FOR EACH

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

THEIR IDEAL

Desires: _____

Goals: _____

Fears: _____

MY IDEAL

NOTES:



IDEAS WORTH DOING



*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.*

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



NETWORKING

IT MAKES SENSE TO CONNECT



*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:



THE WRAP UP TOOL

YOUR BIGGEST AH-HA MOMENTS



The Wrap Up Tool is designed to be used as one of the very last things you do before you and your event attendees finish either a long session, an entire day or an entire event. It is designed to help people acknowledge their breakthroughs while simultaneously reminding others of things that they may have forgotten about. Then it holds you accountable to take action!

Top 5 Breakthroughs Or Insights?

1. _____

2. _____

3. _____

4. _____

5. _____

Top 3 Action Items To Put Those Breakthroughs Or Insights Into Motion?

Two Connections I Made Today That Can Help Me?

What Words Can Help You Get Back To Your Current "Action" State Of Mind?

What Pain Will You Feel If You Don't Take Action?



PICKING YOUR EVENT TYPE + EXAMPLES



You can use this worksheet specifically to follow along with the **“Picking Your Event Type”** 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
- The Deal Lab
- The Elite 50
- 10X Ambition Program
- Platinum Plus
- The Inner Circle
- Genius Network
- The CEO Bootcamp
- Strategic Coach

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

1

Name #1

2

Name #2

3

Name #3

4

Name #4

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

• • • • •

.....

2

• • • • •

• • • • •

• • • • •

3

• • • • •

.....

.....

Two Day

FULL DAY AGENDA



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9:00 - 9:10

(10 min)

Welcome To The Event! ☰

9:10 - 9:35

(25 min)

Who Am I and What I Do Tool (Have People Introduce Themselves) ☰

9:35 - 10:15

(40 min)

Tell Fishing Story To Pre-Frame Them On What I'll Teach Next ☰

10:15 - 11:15

(60 min)

Teach How I Measure My Data & Its Importance To Scaling Revenue ☰

11:15 - 11:45

(30 min)

The Clarity Tool (Help Them Understand Where They Are & Where They Want To Go) ☰

11:45 - 12:25

(40 min)

Have Everyone Create a "Not-To-Do List" So They Can Go Into Afternoon Focused On Right Thing ☰

12:25 - 1:25

(60 min)

LUNCH BREAK! ☰

1:25 - 1:45

(20 min)

Tell Story About The Accountant Who Stole Money ☰

1:45 - 2:45

(60 min)

Teach Secret Hiring Practices That Ensures You Have An A+ Culture ☰

2:45 - 3:25

(40 min)

The Spotlight Tool (Help A Few Members Go Deep On Their Obstacles & Objectives) ☰

3:25 - 3:40

(15 min)

QUICK BREAK! ☰

3:40 - 3:55

(15 min)

Tell The Story Of How You Discovered The Success Loop ☰

3:55 - 4:25

(30 min)

Teach People The Success Loop (Show Them The Entrepreneurial Journey) ☰

4:25 - 5:00

(35 min)

Networking Tool (Have Everyone Exchange Info) ☰

5:00 - 5:15

(15 min)

Farewell & Thank You! ☰

NOTES:

HALF DAY AGENDA



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) ☰

NOTES:

THE PHILOSOPHY OF SALES



*It's Time To Change The Way You look At **Marketing & Sales** For Good*

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

Marketing is the oxygen to any business... Marketing is getting someone pre-qualified 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!

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?



THE MARKETING PHILOSOPHY BEHIND MASTERMINDS



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*It's time to craft your message and create your voice. **Masterminds are niche-proof.***

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

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 who has already done it at the highest level possible.

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.*



HOOK - STORY - CLOSE

SALES PERFECTED



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You can use this worksheet specifically to follow along with the **“Hook - Story - Close”** training video.
This Simple 3 Step Process That Will Change Sales Forever...

1

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:

“I have masterminds 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 client’s 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 the next level.

HOOK - STORY - CLOSE

SALES PERFECTED



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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. So click below now!"

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?

WEBSITE vs. FUNNELS AND THE BLUEPRINT



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

Websites are dead. Think of one direction you want your customer to go and take them there. That's why we call it a funnel! You will create your funnel or landing page with one goal. Too many choices can sometimes cause people NOT to take action.

1

Step #1 in your Funnel - **Landing Page**

2

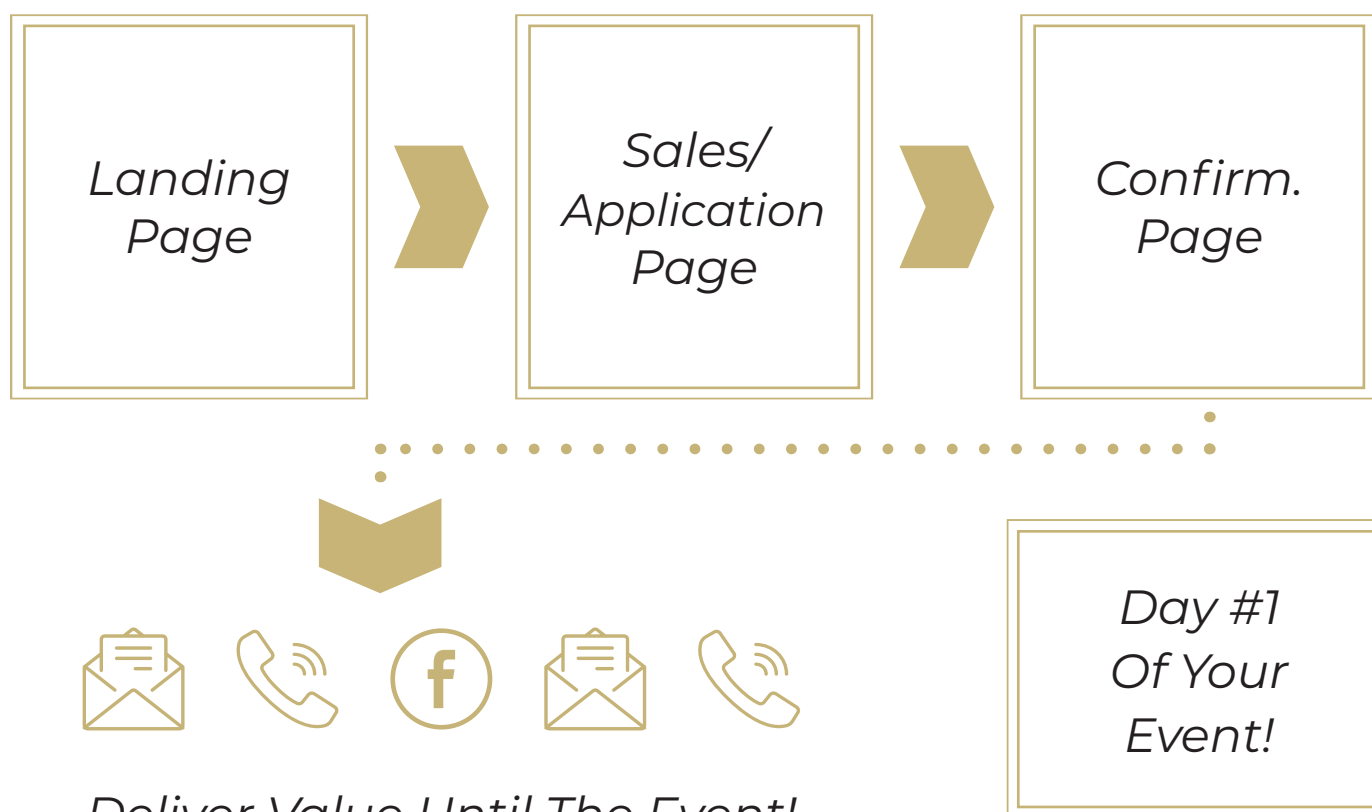
Step #2 in your Funnel - **Sales/Application**

3

Step #3 in your Funnel - **Confirmation Page**

4

Step #4 in your Funnel - **Pre Event Value**



NOTES:



THE ANATOMY OF A LANDING PAGE



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

Here are a few headline examples:

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.

1

Headline #1

2

Headline #2

3

Headline #3

4

Headline #4

EXAMPLE OF A LANDING PAGE



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THE ELITE 50

EXCLUSIVE MASTERMIND

WITH TONY ROBBINS & DEAN CRAZIOSI

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 A Few Spots Available. If This Page Is Active It Means Spots Have Opened Up For A Limited Time!

- ✓ 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

Time: 9:00 AM MST - 5:00 PM MST

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 complete and utter life-changer!



The Wakefields

Detroit MI

By following and learning from him, we've gained so much confidence. We have built our business up and we're making really good income.

Join The Elite 50 Mastermind Today!

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

1

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 what he 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!

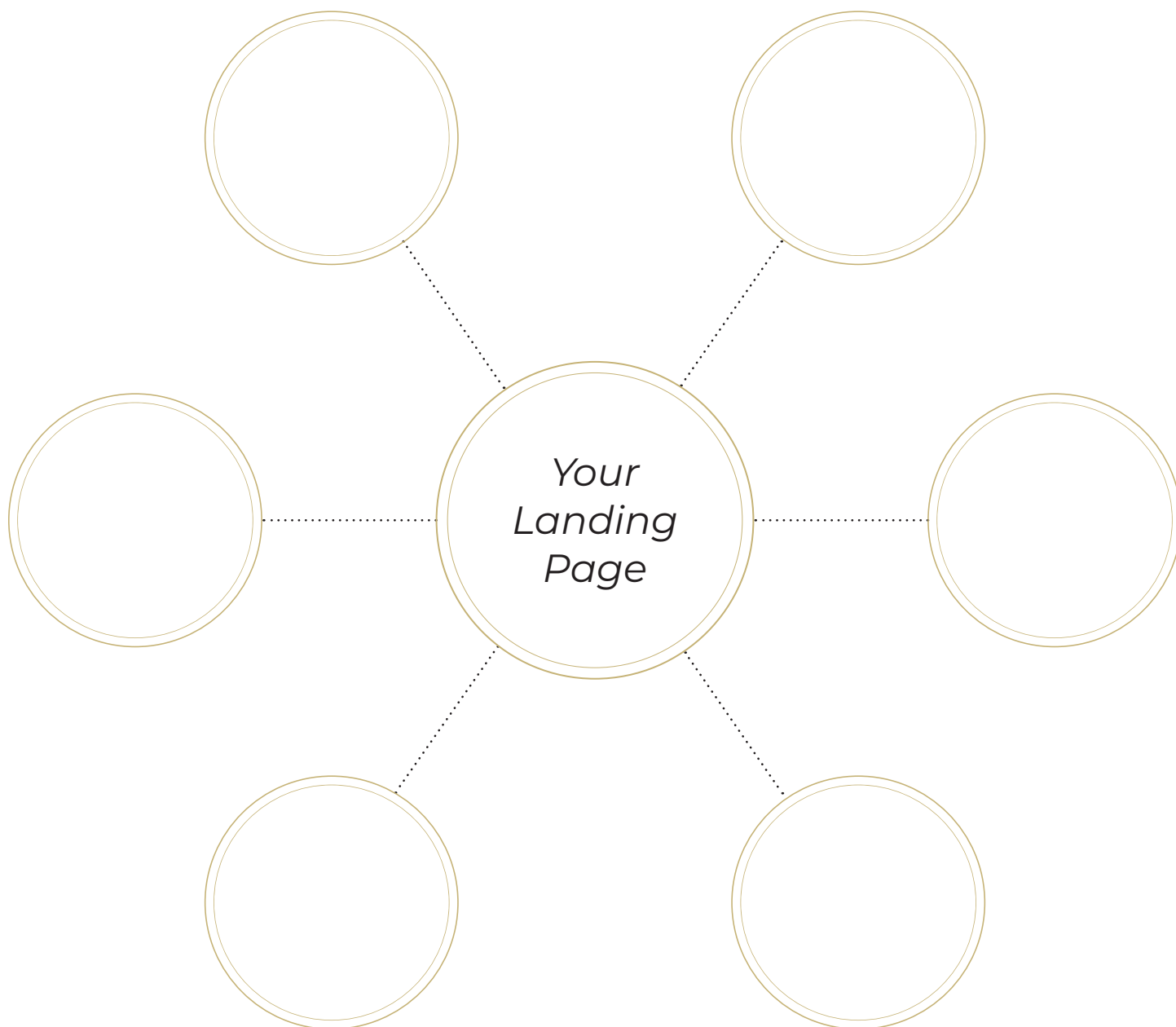


DEAN'S MARKETING WAGON WHEEL



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





ORDER PAGE EXAMPLE

Finally – A High Level Mastermind For Those Ready For The Next Level

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

First Name

Last Name

Email

Phone Number

Title

optional

Company

optional

PAYMENT INFORMATION

Payment Amount

Complete my purchase!

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

- ✓ **Lorem ipsum dolor** 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.
- ✓ **Eripuit graecis** reprimique per cu, intellegat sadipsing at cum. Pro minimum indoctum ut, erat iusto probatus te pri.
- ✓ **Usu fugit sonet** 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:

- ✓ **Lorem ipsum dolor** 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.
- ✓ **Eripuit graecis** reprimique per cu, intellegat sadipsing at cum. Pro minimum indoctum ut, erat iusto probatus te pri.
- ✓ **Usu fugit sonet** 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.

REST ASSURED! 100% SATISFACTION GUARANTEED

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

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



ORDER CONFIRMATION PAGE EXAMPLE



MASTERMIND.COM

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.



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...

Step #1: You are a part of the family now! Come join our private Facebook Group by [CLICKING THIS LINK HERE!](#)

Step #2: 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



THE ANATOMY OF AN APPLICATION PAGE



You can use this worksheet specifically to follow along with the “The Perfect Application Page” training video.

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

1. What is your full name, email & phone number?
2. What industry are you in and what do you or your business do?
3. Are you a driven person who will see challenges through to the end and not easily give up?
4. Are you willing to commit an appropriate amount of time to learning and growing your
5. business/skills/etc.?
6. 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)
7. What is your #1 goal for attending an event like this?
8. What is the #1 challenge you are facing in your life/business?
9. What was your business revenue in the last 12 months?
10. What would you like your revenue to be for the next 12 months?
11. Do you believe in yourself and believe you can accomplish your dreams?

NOTES:

THE ANATOMY OF AN APPLICATION PAGE



You can use this worksheet specifically to follow along with the “The Perfect Application Page” training video.

Write down 4-5 questions you want answered:

1

2

3

4

5

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

Example: “Congratulations on submitting your application for the Organized Brilliance Mastermind! My personal assistant Susan from my office will reach out to you in the next 24-48 hours with a few next-step questions. Hopefully you’re a perfect fit for this group!”

EXAMPLE OF AN APPLICATION PAGE



THE ELITE 50 EXCLUSIVE MASTERMIND

WITH TONY ROBBINS & DEAN GRAZIOSI

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

Last Name

Phone Number

Email

Title

Company

optional

optional

Page 1 of 1

Send



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

Richard Branson

EXAMPLE OF APPLICATION CONFIRMATION PAGE

Things to remember on the Application 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.
- Tell them what is going to happen next. (Example: "Someone from my team will call you tomorrow!")



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."

- Gena Horiatis



"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"

- Maria Menounos



"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."

- Jay St. Hilaire



THE SECRET OF THE GATE KEEPER



You can use this worksheet specifically to follow along with the “The Perfect Application Page” training video.

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?”

NOTES:

THE SECRET OF THE EXPERT CLOSE



You can use this worksheet specifically to follow along with the “The Perfect Application Page” training video.

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

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

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...”

NOTES:



DEAN'S LAUNCH & EVERGREEN SECRETS



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

Day 1-7

HYPE!

E-mail
Social Media
Word of Mouth

Day 8-14

Value
or
REG.
1

Value
or
REG.
2

Value
or
REG.
3

Day 15

Sales Video
Opens - Push
to App/Order

Or Go Live

MARKETING WAGON WHEEL

Day 16

Push To
Sales Video
or Replay

Order

Push To
FAQ/ Clarity
Video

Order

Push To
Social Proof
Video

Order

Day 23

Offer Closes
Push to Order
Page

Order

DEAN'S LAUNCH & EVERGREEN 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 know 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.

DEAN'S LAUNCH & EVERGREEN SECRETS



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

16

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*

18

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*

20

Social Proof (Here are some ordinary people that 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*

22-23

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*

CONGRATS!
WE'RE KINDRED SPIRITS



MINDSET IS WHAT SEPARATES
THE BEST FROM THE REST

***Congratulations for making it this far... Really!** According to today's stats, only 9% of people finish their online course from start to finish. You're already ahead of mostly everyone!*

THE PSYCHOLOGY OF
RUNNING A SUCCESSFUL MASTERMIND

This is where it all comes together. This is where you become a mastermind professional!
Let's start with the big picture and walk through a perfect mastermind step by step...



THE 9 WORD E-MAIL SEQUENCE



Use this worksheet specifically to follow along with the **“The Perfect Mastermind Formula”** training video.

1

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

» **From Dean Graziosi (Personal)**

» **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:

THE 9 WORD E-MAIL SEQUENCE



2

Your Next Reply:

Reply From “Dean Graziosi (Personal)” – If they are interested at all, manipulate their 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 1 day with a small group (No more than 10 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

THE 9 WORD E-MAIL SEQUENCE



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...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

THE 9 WORD E-MAIL SEQUENCE



6

The Welcome Email

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:



HOW TO FIND EXPERTS TO WORK WITH



1

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

2

Make a list of people you know or someone you may know that 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 if you can)**

3

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.

- His Instagram: <https://www.instagram.com/syattfitness/?hl=en>
- His YouTube: https://www.youtube.com/channel/UCZk-b1KyEL9rovh7zd-fw_lg
- His Twitter: <https://twitter.com/SyattFitness>
- His Contact Form: <https://www.sfinnercircle.com/contact/>
- His Facebook: <https://www.facebook.com/syattfitness/>
- His Website: <https://www.syattfitness.com/>

4

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!"

THE KNOWLEDGE BROKER & EXPERT CHECKLIST



MASTERMIND.COM

This is a checklist that can be used for a Knowledge Broker to understand which tasks are required by them and what tasks are required by the experts!

The Knowledge Broker Checklist

The Expert Checklist

- ☐ Go Through The Entire Kbb Course
- ☐ Create The Event In The Software
- ☐ Send Survey To The Expert
- ☐ Build The Expert's Agenda
- ☐ Understand Expert's Niche & Ideal Client
- ☐ Build Out Event Funnel (Write Copy For It)
- ☐ Help Expert Market Event
- ☐ Help Expert Understand "Hook, Story, Close"
- ☐ Help Expert With Application Sales
- ☐ Help Expert With Pre-Event Communication
- ☐ Handle All Event Logistics
- ☐ Help Expert Understand "Story, Teach, Tool"
- ☐ Be Present At The Event
- ☐ Remove Complexity For The Expert
- ☐ Split The Profit

- ☐ Answer The Survey Questions
- ☐ Agree To Be In Contact With Knowledge Broker
- ☐ Watch All Of The Tool Trainings
- ☐ Watch "Hook, Story, Close" Training
- ☐ Film Any Videos Needed
- ☐ Let Knowledge Broker Use Following To Fill Event
- ☐ Help Close High Ticket Sales
- ☐ Watch Event Running Section
- ☐ Prepare & Practice For Event
- ☐ Show Up And Over-Deliver

***To see all tools in one place go to
<https://dgachieve.com/all-kbb-tools>***

NOTES:

YOUR COMMITMENT CHART



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	

FOUNDATIONAL PIECES OF A WINNING BUSINESS

- You Can't Give Up
- Don't Listen To Bad Advice
- Have Marketing Stamina
- Create SOP's
- Be Solution Oriented
- Commit To This Right Now!







