



CONFIDENTIAL - MASTERMIND COACHING APPLICATION

Name _____ **Spouse Name** _____

Business Name _____

Business Street Address _____

Years in Current Business _____ Business Phone _____

Spouse is: _____ Active in business _____ Inactive in business

Option: Home Street Address _____

Option: Home Phone _____ Fax _____

Email _____

BRIEFLY DESCRIBE CURRENT BUSINESS (AND ATTACH ONE BROCHURE, SALES LETTER OR OTHER DOCUMENT REPRESENTATIVE OF YOUR BUSINESS)

Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-10, 10=most important of all.

<u>No.</u>	<u>Ranking</u>				
_____ Advertising effectively	1	2	3	4	5
_____ Generating sufficient QUANTITY of leads/clients	1	2	3	4	5
_____ Generating satisfactory QUALITY of leads/clients	1	2	3	4	5
_____ Converting leads to sales/clients	1	2	3	4	5
_____ Controlling costs of advertising, lead generation, client acquisition	1	2	3	4	5
_____ Client retention	1	2	3	4	5
_____ Stimulating repeat business from clients	1	2	3	4	5
_____ Stimulating referrals from clients	1	2	3	4	5

_____ Clarifying my USP, Positioning, Marketing Messages	1	2	3	4	5
_____ Creating compelling offers	1	2	3	4	5
_____ Responding to marketplace changes, competition	1	2	3	4	5
_____ Taking advantage of new opportunities, new technologies	1	2	3	4	5

Please rank each of the following business and financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-10, 10=most important of all.

<u>No.</u>	<u>Ranking</u>				
_____ Finding time to implement new/improved marketing strategies	1	2	3	4	5
_____ Getting employees and/or associates "on board" with my marketing approach	1	2	3	4	5
_____ Clarifying and staying on track toward definite goals and objectives	1	2	3	4	5
_____ Managing my time	1	2	3	4	5
_____ Conquering procrastination	1	2	3	4	5
_____ Hiring/training/managing employees	1	2	3	4	5
_____ Monitoring and evaluating important data, statistics, information in my business	1	2	3	4	5
_____ Setting, selling and commanding premium prices for my products/services	1	2	3	4	5
_____ Maintaining satisfactory business profits	1	2	3	4	5
_____ Extracting sufficient money from my business to wisely invest, build wealth	1	2	3	4	5
_____ Taking a satisfactory amount of time off, away from my business	1	2	3	4	5
_____ Having a long-term retirement/exit strategy	1	2	3	4	5

DO YOU REGULARLY OR FREQUENTLY USE:

Direct-Mail	_____ YES	_____ NO
Broadcast VOICE	_____ YES	_____ NO
Web Site	_____ YES	_____ NO
E-Mail	_____ YES	_____ NO
Print Media Advertising, Local	_____ YES	_____ NO
Print Media Advertising, National	_____ YES	_____ NO
Radio/TV Advertising, Local	_____ YES	_____ NO
Radio/TV Advertising, National	_____ YES	_____ NO
Publicity/News Releases, Local	_____ YES	_____ NO
Publicity/News Releases, National	_____ YES	_____ NO
Newsletter	_____ YES	_____ NO
Joint Ventures with other businesses	_____ YES	_____ NO
Personal Networking	_____ YES	_____ NO
Tele-Marketing	_____ YES	_____ NO

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATE NEW BUSINESS FOR YOU? _____

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING OR RENEWABLE INCOME AND/OR STIMULATE REFERRALS? _____

DESCRIBE 3, 4, OR 5 MAJOR GOALS YOU ARE WORKING TOWARD:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

DESCRIBE 3 MAJOR SOURCES OF STRESS, FRUSTRATION OR UNHAPPINESS THAT INTERFERE WITH YOUR PRODUCTIVITY AND ROB YOU OF PEACE OF MIND

#1: _____

#2: _____

#3: _____

YOUR SCHEDULE

Number of hours you work, average week _____

Number of hours you'd prefer to work, average week _____

% of work-time you rank as productive _____

No. of hours per week you work "on" vs. "in" your business _____

No. weeks vacation taken: 2006: _____ 2007: _____ 2008: _____

No. weeks vacation you'd prefer taking _____

RANK YOURSELF IN DIRECT MARKETING EXPERIENCE: (Mark one)

_____ Very knowledgeable; serious student; very active in using strategies

_____ Very knowledgeable; serious student; but not very actively implementing

_____ Somewhat knowledgeable, actively implementing

_____ Somewhat knowledgeable but not very actively implementing

_____ A relative novice

Why do you want to participate in the Platinum Mastermind Coaching Program?

Platinum MasterMind Coaching Application

Yes Wayne, if accepted, I want to take advantage of this opportunity to grow my business faster with the help of **Platinum Mastermind Coaching**. I understand that we meet every month on the
 3rd Tuesday from 8 AM to 12 PM 3rd Thursday from 8 AM to 12 PM.

I pledge that I will do everything possible to clear my schedule for that date every month for the next year. I will arrive early to make sure that the group is never delayed in starting without me. I will always bring my A-Game to the table to help others grow their business as well as mine. I understand that all information shared at the MasterMind meetings is confidential and is not to be shared with others unless given permission to do so.

I understand my credit card below will be debited \$247 plus tax automatically at the first of each month.

Name _____

Business Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

FAX # _____ Visa _____ M/C _____ Discover _____ Amex _____

Credit Card # _____ Exp. Date ____/____

Signature _____ Date _____

Return to Wayne Story: 505-896-8548(Fax), or email to Wayne@MarketingStrategiesRx.com, or mail to: Direct Marketing Strategies Rx LLC, 1558 Stephanie Rd SE, Suite 101, Rio Rancho, NM 87124