



Are you ready to have your business work as hard for you as you do for it?

If you tired of working hard and not seeing the results you want—
The B.E.S.T. (Business Expansion Success Transformation) Program™
is your step-by-step proven formula for growing your business now!

- POWERFUL MARKETING & SALES STRATEGIES
- FACILITATED STRATEGIC PLANNING
- ENLIGHTENING KEYNOTE PRESENTATIONS
- BUSINESS GROWTH MENTORING & COACHING
- SKILL BUILDING TRAINING
- COMPETITIVE ADVANTAGE ANALYSIS

How do I get more clients, in less time so that my business can thrive?

Are you an entrepreneur who wants to launch or expand your business so that you can achieve the freedom, flexibility, and abundance you desire and deserve?


Do you struggle with how to get to the next level? Practical issues like how do I excel in such a competitive marketplace?

How do I position or differentiate myself? Not sure if you are 'good enough' to sell myself as an expert? Or perhaps you are just starting out and don't know where to begin, are afraid to ask for what you are worth, or are horrible at selling and promoting yourself... don't worry – there is a comprehensive, practical and powerful program designed specifically to support business professionals like you!

The B.E.S.T. Program is for those who want to be productively self-employed or rapidly ramp up their business.

Through a series of weekend seminars, one day marketing intensive workshops, accountability coaching, teleseminars, and one-on-one mentoring, you will develop strategic planning and business development (sales and marketing) skills while receiving ongoing support and tools to implement a simple, yet **highly effective, strategic process** for attracting more clients and building an unshakable foundation for your future.

This program is not about how to deliver your product or service. You know how to do that. It is about how entrepreneurs like you can **pay your bills by doing what you love!**



I worked on growing my business for 7 years... and was still basically making less than I would have at a job.

After hiring Jannette as my business coach Prairie Sun grew 320% in just over two years. I went from being a web-designer with one part-time graphic designer to having a full-service, marketing solution firm with a suite of over 30 creative and technical experts who now work on \$100,000+ projects.

Because of our work together, I have the freedom to move on to creating another company in the area of my true passion—the environment.

Sue Methuen
President
Prairie Sun Creations Inc.

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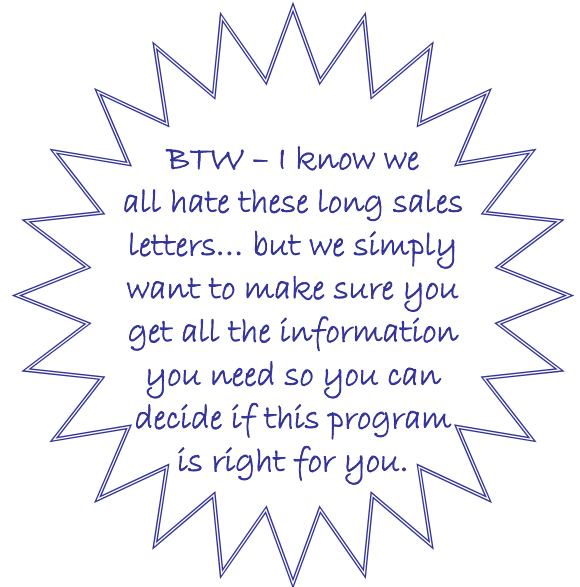
Our Name IS Our Promise!



What does the program include?

In *The B.E.S.T. Program*™ you will be given step-by-step expert guidance on how to:

- ✓ **Get Started in Business** – what you REALLY need to be successful, not what 98% of business consultants and coaches say you need
- ✓ **Set Your Fees and Offering Structure** – Find out what makes people buy and how to not lose credibility by pricing yourself too low, or lose business by pricing too high
- ✓ **Sell Yourself** – Be clear on the value you provide and actually be able to promote yourself without wincing – and better yet – close more deals!
- ✓ **Get More Clients** – the kind you want to work with. Know who they are, where to find them, and how to talk to them in “their language” so that they want to hire you
- ✓ **Make Money** – Blast through your limiting beliefs and learn strategies that ensure you can make an abundant living
- ✓ **Fast Track your Success** - Spare yourself the expense of trial-and-error start-up or expansion. Implement strategic sales and marketing processes in a way that will accelerate your earning and shave a minimum of a year off of your trial-and-error learning process
- ✓ **DO What Needs Doing** – Let’s be honest—the biggest challenge for most entrepreneurs is not a lack of knowledge or skills; it is a lack of implementation of what they know. That’s why we have built in ongoing accountability and coaching that will help you get from point A to point Z in your journey. You will actually learn to be do what will help you grow your business. Success is often less about what you know and more about what you do with what you know!



Any program committed to **true transformation must have implementation support built in**. That’s why *The B.E.S.T. Program*™ involves training, skills building, personal mentoring, and accountability coaching **over a 12 month period**. That’s long enough for you to get your business kick-started, or kicked up a notch. We’ve all taken courses only to have the manual start collecting dust on the shelf a week or two later. This is NOT one of those courses!

This is about **working ON your business** while you are working IN it. It is about clarifying the big picture (What value you offer, what your strategic product and service mix should be, how to leverage your time, standing out from the hundreds or even thousands of other



competitors, determining where you want to be in 2-5 years professionally... etc.) while having support for working through the tactical day-to-day steps that will move you closer to living your dream.

It's one thing to learn strategies – it's another altogether to figure out how to apply those strategies to where you are now—and where you want to be in the future. It's great to get practical processes and tools—but they do nothing for you if not applied! **The B.E.S.T. Program™ is based on over 30 years of experience with what works to actually create sustainable business growth for real entrepreneurs like you.**

Where does this program come from?

Jannette Anderson, a.k.a *The Expansionist*, has a way of making things grow... dreams, ideas, businesses. Her in-depth expertise in business development (marketing, sales, and strategy) from over thirty years of business start-up and turn-around experience combined with over a decade of personal development facilitation skills to help entrepreneurs deal with practical issues such as:

- ✓ Translating your vision into a clear strategy
- ✓ Creating powerful business models that leverage your time and expertise
- ✓ Designing marketing that actually gets you more clients
- ✓ Implementing 'service oriented' sales approaches that drive revenue—even for the highly sales resistant, non self-promoters!
- ✓ One word—consistency. It's time to get off of the feast-and-famine roller-coaster that the vast majority of service providers live on
- ✓ Dealing with the internal limiting beliefs, attitudes, and behaviors that stop you from doing the external work that yields positive results. Let's face it; as solo-preneurs or small business owners—our issues are our businesses issues!
- ✓ Making sure you run your business not the other way around—Jannette explodes the myth of “balance” in favor of making sure that we love our lives so that we never “have to work” again!

Jannette first developed this program in 2005 and 2006 (and updated it in 2009) based on decades of voraciously studying what does and doesn't work for entrepreneurs. She has applied that know-how to help her clients grow their business between 68% – 320%.

She is known for her pragmatic, contrarian and highly effective approach to achieving success.

“Most of what the business books or guru's tell you is A) Old and outdated for today's global service economy B) Great for large corporations—but virtually useless for entrepreneurs working on a shoestring C) Wonderful theory—information that would work if people were all disciplined, focused, and not pulled in 10 different directions at once. I named my business Positive Results for a reason—results are what matters. Not theory. Not



nicely formatted business plans. Not shiny brochures... but real life actions that get my clients more business, more revenue, and a sense of deep, personal satisfaction from truly making a difference in the world in their own unique way!" - Jannette Anderson

Many of Jannette's clients say things like, "I came for a drink of water and she turned on a fire hose." **Please be warned, this program is not for everyone!** In fact, it is specifically designed for very few people who are committed to doing the work needed to be successful. This is not mere marketing rhetoric. We really mean it. If you are not absolutely willing to consistently apply what you learn, do not sign up for this course, it will be a waste of your money and our time. Hence we have an application and screening process to determine if now is the right time for you to be in this program, and if we are a good fit for one another.

Jannette is passionately committed to her client's success. She does not take that commitment lightly and will not work with people who are not also committed to creating a successful business NOW!

But don't take our word for it...

This course has been developed based on three decades of business start-up and turn-around experience in a variety of sectors. Jannette has specialized in helping service professionals (coaches, consultants, speakers, and experts) and entrepreneurs grow their practice or business. She has honed *The B.E.S.T. Program*TM over the past five years and has delivered it (as the *Fast Forward Success Series*) to groups of entrepreneurs. In addition, Jannette has delivered components of the course through workshops and speaking engagements for the past 15 years. She has also been using these concepts to help her consulting and coaching clients grow their businesses since 1982.

Here is what some of Jannette's clients and seminar participants have to say:

"A ten minute conversation with Jannette gives you a week's worth of marketing ideas to implement. An hour with Jannette gives you a month's worth of business building strategy and tactics that will help you improve your top-line. Business coaching with Jannette? That can save you years of floundering and thousands of wasted dollars! It will also support you in working smarter. Don't hire her unless you are ready to be on the fast track to success!"

Patricia Morgan, MA, CCC
Solutions For Resilience

Author of From Woe to WOW: How Resilient Women Succeed at Work

"A great and passionate presenter. The information is valuable and critical to success. This is the information you need to be successful in your efforts."

Jerrod Henoch
Training2go



“Enthusiastic, warm, knowledgeable. I could “sell the world” after participating in her course.”

Joy Neish
Advisor Clarica

“Knowledgeable, practical and encouraging ... Jannette, you’ve inspired me to build a dock to receive my ship as it comes in. You’re a class act!”

ArlaMareea Maynes
Empowerment Plus

“Jannette really encourages interaction and participation and makes the environment open and trusting. Jannette I now have tons of new ideas.”

Theresa Jumpsen
Consultant, Forum People Solutions

“Thorough and excellent knowledge in how to effectively market and offer excellent solutions to entrepreneurs.”

Ellicia Carmen
Specialist, Easy Focus for Kids

And a few from course participants:

“Janette Anderson is a beautiful, strong, passionate woman who has a wonderful combination of humor, compassion and a kick ass attitude if she thinks that you are fooling yourself with your answer. I loved everything about her.” - Anonymous

“Dynamic, hilarious, down-to-earth, personable, knowledgeable, interactive, and compassionate.” - Anonymous

If not now—when?

It’s time to take your business to the next level. You have already committed to your journey by spending time, energy and money on getting the knowledge and skills you need to deliver your product or service. But that is not enough. In business you cannot just “...build it and they will come...”

As Michael Gerber says in his brilliant book on entrepreneurialism *The eMyth* – if you are selling your know-how, or are delivering a service, you are filling the ‘Technician’ role, but to be successfully self-employed, or a viable business owner, you also need to ensure that the



‘Visionary’ and ‘Manager’ roles are well taken care of too. In other words – you need to be a good business person, not just a good technician, to be financially profitable.

That may sound like a ‘duh-ism’ but **the reality is many people in business are not good at business development.** In fact, a lack of revenue is responsible for the failure of more businesses than any other cause. That is where this program’s focus on strategy, marketing and sales comes in. You can hire people to manage your bookkeeping, or help with administration – but **you must be able to sell your products or services if you want to take your business to the next level.**

**Now is the time to learn how to start, run and grow your business.
In order to be able to help more clients, you first need to help yourself!**

The B.E.S.T. Program™ Includes:

- ✓ **3 Weekend Business Building Powerhouse Seminars** (2 days each, 8 hours per day)
- ✓ **6 Powerful Expansion Enrichments Workshops** (1 day each, 8 hours)
- ✓ **6 Marketing & Sales Booster Shot Tele-seminars** (1.5 hours each)
- ✓ **12 Implementation Support Coaching Calls** (1 hour each)
- ✓ **10 Hours of personal 1:1 mentoring** with Jannette (in person or on phone – 2 hour intake and strategic direction setting session plus times scheduled as you need it)
- ✓ Unlimited Email access to Jannette for the entire 12 months – PLUS an additional 2 months access after the course finishes – **(Value \$600 - FREE BONUS #1)**
- ✓ A detailed Intake and Organizational Review Process – important preparatory work before you begin. This business audit normally costs \$500 when done as part of our consulting services. **(Value \$500 – FREE BONUS #2)**
- ✓ *The B.E.S.T. Program™* manual – A great course reference full of additional bonus information. **(Value \$397 – FREE BONUS #3)**
- ✓ Audio recordings of all of the seminars to review time and time again. **(Value - \$2,079 – FREE BONUS #4)**

We all know how much of an investment professional development, consulting, and coaching services can run, especially with personalized attention. Fortunately after years of hands-on research, personally mentoring business professionals, and being an entrepreneur for over 2 decades, I have designed a powerful combination of skills and knowledge transfer (the seminars and teleseminars), dealing with individual strengths and challenges (mentoring / coaching calls) and MOST IMPORTANTLY, help with staying on track and applying what you learn through practical implementation planning and accountability. Because *The B.E.S.T. Program™* combines group coaching to give you more time with me and some one-on-one coaching we have been able to reduce the price in order to help more people.



I also believe in the Law of Reciprocity. I have been blessed with the knowledge gained from a lot of in-the-trenches experience and I LOVE to support entrepreneurs in launching their business. In fact, it's part of my personal life mission!

What is your investment for The B.E.S.T. Program?

Jannette's standard coaching rate is \$300/hour; with this 131+ hour program the regular price for that time would be \$39,300. Of course that's not feasible for most business people. In order to make it accessible, we are offering this program for only \$9,797.00 + GST.

You can pay in six equal installments. Normally a payment plan would be an extra fee of at least 5% however we are willing to wave the fee to save you an additional \$465. Better yet, if you choose to **prepay** the full amount we will **give you a further 5% discount!** And of course you'll want to take advantage of the early registration discount as well!

- \$9,797.00 – Program investment
- \$300.00 - Early registration discount - **Before April 2nd**
- \$250.00 - Bring-a-friend discount
- \$9,247.00** - or \$1,541/month (no payment plan fees!)

- \$462.00 - Prepayment in full 5% discount
- \$8,784.00**



\$8,784.00 versus \$39,300 – a 78% savings!

Take advantage of all the discounts and you will save \$1,012 off of the already value-priced regular fee!!
Plus receive an additional \$3,576 worth of FREE bonuses!

“This is an excellent forum for small groups – very educational and enlightening.”

Hugh Chisholm
Tire Lyna

“This will get me off my butt because I now know where to start! And I have the motivation to do so – Jannette is highly motivating.”

Nancy Prior
Priorities Inc.



What is your potential R.O.I.?

Any investment is a good one if it provides positive dividends or returns. We cannot know, or promise, what your Return On Investment (ROI) will be from taking ***The Best Program***, but you can determine the potential by asking yourself the following important questions:

1. How many new clients would I need to pay back this investment (this assumes you know the lifetime value of a client to you – if not, you will by the end of the program) over one or two years?
2. Am I more likely to get more clients if I take the course; or if I continue doing what I have been doing?
3. What is the consequence/price of not getting support for my business development?
4. What is the benefit to me, or my company, of retaining, and possibly up-selling, the clients I have now? Will I be more likely to do that if I have additional strategies and support for client retention?
5. In what other areas of my life might this process benefit me? (I.e. How might being better able to ‘sell’ my ideas impact my relationships?)
6. What is the value to me of having support for taking my business, organization, or dream to the next level—for being more highly effective in growing my business and not having to do it all on my own?

As part of this program we will be tracking your progress and growth so that you can see the measurable returns on your investment (and we can as well). We have helped clients grow their business between 68 – 320%... and while we cannot promise that level of growth for your endeavor – past performance is a pretty good indicator of what is possible when we work together to achieve Positive Results for you and your organization.

How big are the courses?

Due to the intimate and interactive nature of the program we will only accept a maximum of 12 participants. We require a minimum of 6 clients to host an exclusive program in your city. We want to make sure you get the quality attention your business deserves so we keep the course size small.

Note: This special offer is for a limited time only!

I know many training schools do an excellent job of teaching you the theory of how to grow a business, but unfortunately many fall short on showing you how to strategically market and sell yourself and how to get new clients—the real lifeblood of any viable business. Further, they don’t support you with implementing what you are learning – and application is the key to success!



In addition, many do not help you set up your business from the beginning to support leveraged growth later so that you can expand when you choose to. **The B.E.S.T. Program™** includes that and much more to support your business success now!

Don't delay – there really are limited spots available in this program!

Contact us at Info@positiveresults.ca or call 403-615-3838 to register today.

See the end of the letter for our **No Risk, Satisfaction Guarantee!**

Your detailed summary of The B.E.S.T. Program™:

Note: Each of the weekends includes a focus on Strategy, Sales and Marketing as all three are necessary to launch, establish, and expand your business. If you are expanding an existing business the content will be applicable to you as well. You can check whether you are on track and we will work with you to adapt the materials to your current requirements. The information also applies to the vast majority of self-employed professionals and service providers such as speakers, consultants, coaches, and other experts.

Pre-Session Analysis

- ✓ This in-depth intake process helps you clarify where you want to go in the short- and long-term. When Positive Results performs marketing and business audit consulting – this review process normally costs \$500 – it is included with your B.E.S.T. program!
- ✓ The information will be used as part of your “Direction Setting” mentorship consultation.
- ✓ We will also gather metrics with which to measure your progress throughout the program.

Weekend One: Acceleration – Speed Up Your Earning and Learning

The purpose of the Acceleration weekend is to give you the tools to start making money, or expanding your earning potential, as you lay the foundation for future success! The B.E.S.T. approach provides a practical and sometimes radical perspective on many of business concepts—we focus on what actually works for entrepreneurs versus the typical marketing or business theory you'll find in books geared to large companies with unlimited budgets.

- ✓ **Business Start-up 101 – the REAL scoop**
 - Running a business versus self employment
 - Writing your G/O Business Plan – a plan you will actually use!
- ✓ **The Magic of Strategy - How to Work Smarter**
 - An introduction to strategy models for service businesses
 - Building tomorrows foundation today – setting up your company for future growth



✓ **Marketing that Actually Works!**

- Determining your unique positioning – why should they hire you?
- Starting your Marketing Plan – a tool for guiding sound decisions
- Why a narrow focus equals greater response - Identifying your ideal market niche
- Putting together your marketing basics – what you really need to get started (hint: it's much less than you think)

✓ **'Sales' is not a four letter word!**

- Unmasking the many faces of limiting fear
- Introduction to Pricing, Models and Offers
- Valuing yourself 101 – how to confidently ask for what you are worth
- Abundance beliefs reality check – are you blocking your earning potential?
- How to start building a referral base – word of mouth and testimonial support

✓ **Creating your personal Accountability and Implementation Plan**

- Introducing a planning process that will help you get clear on where you are going and how you are going to get there
- Your B.E.S.T. Buddy – Support systems for success

Teleseminar One – Charting Your Course

This call will review the plans you created during and after the Acceleration weekend – honing them to make sure your plan is both achievable and inspiring. These plans will guide and measure your progress over your 12 month journey.

- ✓ Defining and refining your Accountability and Implementation Plan
- ✓ Committing to your implementation process
 - Staying on track with your goals
 - Practical support structures

Expansion Enrichment # One – Designing Your Destiny (1 Day Workshop)

This one day workshop will do an in-depth review of the plans you created during and after the Acceleration weekend. These plans will be used to direct your priorities, your marketing focus and your sales targets. In addition – we'll look at how to increase your personal productivity so that you can stop being busy and start being more effective!

- ✓ Detailed review and refinement of your Accountability and Implementation Plan
- ✓ Clarifying what works – finding your *Optimal Productivity Process*TM
- ✓ The Wheel of LifeTM - Defining 'Balance' for you



- ✓ Committing to your implementation process
 - Goal tracking and support

Teleseminar Two – Where to Find Clients

- ✓ Defining and refining your target niche market
- ✓ Effective networking today and working your network
- ✓ Exploratory sessions – How ‘Free’ can be the key to making money

Expansion Enrichment # Two – Bulls-eye! Hit Your Target Market (1 Day Workshop)

Today we will further hone in on your target market definition. Who are your ideal clients? How will you reach them? How do you ensure they want to do business with you? In addition you will leave with a clear idea of what to say to turn prospects into customers!

- ✓ Detailed review and refinement of your target niche market
- ✓ Building your ideal client profile
- ✓ Mastering your mini-infomercial – “Who are you and why should I care?”
- ✓ B2B or B2C – Different approaches for the corporate or consumer markets
- ✓ “Why They Buy” – an in-depth review of the ‘buying cycle’ and each sales and marketing step in your product or service life-cycle.
- ✓ Features / Benefits / Value – how to truly speak your target market’s language

Teleseminar Three – How to Excel (Or at Least Not Suck) at Selling Yourself

- ✓ How to make ‘closing the deal’ as painless as possible
 - Valuing yourself 201 – your skill and ability analysis
 - Offers and pricing strategies
 - Engagement duration – packages and bundling
 - Payment options & negotiations

Teleseminar Four – How to Speak ‘Client’ and Other Exotic Languages

- ✓ Speaking Your Target Markets Language
 - Reviewing Features / Benefits / Value – and how to apply it to your copy
 - How to write marketing copy that works
 - Great attention-grabbing headlines
 - Double-readership



Teleseminar Five – Getting out of the One-to-One Rat Race Ratio

- ✓ Leveraging Strategies - How to get paid more for every hour you work,
 - Creating courses and group processes
 - Creating Products
 - Joint Ventures and Affiliates

Weekend Two: What They Don't Teach You at Harvard Business School—But Should!

This weekend is a whirlwind mini-MBA. Again the focus is on what really works for entrepreneurs. What you, as a service professional or small business owner, will actually do vs. what larger businesses can do. We drill down further on the three keys to successful Business Development, Strategy, Marketing, and Sales.

- ✓ Business Operations – Infrastructure that supports you
 - Client tracking – system(s) for managing prospects and client data
 - Agreements & billing
 - Bootstrapping 101 – where to invest and what not to spend your money on
- ✓ The Magic of Strategy - How to Work Smarter
 - Leveraging – how to clone yourself so you can make more, faster and easier
 - Product and tool creation - Product offerings (Do you have a backend?)
- ✓ Sales Mastery
 - How to “*poke them in the pain and offer a reframe*” – a solution selling primer
 - 5 new ways to prospect for clients
 - Why, and what, people actually buy
 - Relationship selling – myths, mistakes, and magic
- ✓ Marketing that Actually Works!
 - Branding yourself – Less painful than it sounds!
 - Positioning and differentiation – how to stand out from the clamoring crowd
 - Your marketing tools
 - Website – do you need one?
 - Marketing materials – do's and don'ts
 - To advertise or not to advertise – that is the question
 - Media relations – how to create buzz



- ✓ Creating your Marketing plan
 - Promotional calendar
 - Budgeting your marketing promotions

Expansion Enrichment # Three – Sales Mastery (1 Day Workshop)

An in-depth look at how to approach sales in a way that works for you and your style. Successfully get more clients and ongoing business from the ones you have.

- ✓ ‘Moving away from’ and ‘Moving towards’ prospects – defining the problem(s) you solve and the pleasure(s) you provide
- ✓ Handling objections – what to say when they say ‘no’
- ✓ Ensuring your ‘funnel’ is always full – how to find enough prospects to keep you busy all year
- ✓ How to sell at each stage of the ‘buying cycle’
- ✓ Asking for the order – overcoming resistance to closing... yours and theirs

Teleseminar Six – Becoming the Expert Everyone Wants to Know

- ✓ Productizing your know-how and establishing expertise
 - Becoming the expert
 - Writing articles the easy way
 - Getting published
 - Speaking for exposure, fame, and fortune

Expansion Enrichment # Four – Building a Brilliant Brand (1 Day Workshop)

Today we will discover what makes you (or your service or product) unique. Discover how to stand out from the crowd so that you don’t have to work so hard to attract, sell, and keep clients. We look at how to “Go Where They are Not”.

- ✓ What Branding is and isn’t – Busting loose from branding bondage
- ✓ Powerful positioning – Why it’s so scary and so damn hard
- ✓ Honing your central message and checking assumptions – we’re not always who we think
- ✓ Designing your Brand Strategy – building marketing momentum one tactic at a time

Expansion Enrichment # Five – Success Laws (1 Day Workshop)

As an entrepreneur your issues are your businesses issues. In this workshop we will look at the beliefs, attitudes and behaviors that will, and won’t, support your ongoing and long-term success. Learn how to capitalize on your personal and organizational strengths and bust through limiting barriers!



- ✓ Abundance – What is your financial set-point?
- ✓ Success – The art of deserving more
- ✓ Support – Truly tapping into the power of reciprocity
- ✓ Context – How big your container is determines how much you can hold
- ✓ Expansion – Setting the foundation to be able to receive and give even more

Expansion Enrichment # Six – Strategic Visioning (1 Day Workshop)

Now that you have a strong foundation in place for expanding your reach, impact, and revenue generation, you can turn your attention to where you want to go in the long-term. In preparation for our final weekend we will create a compelling long-term vision and strategy for your company.

- ✓ Reality Check – Working “ON” vs. “IN” the business – how are you doing?
- ✓ Designing Your Destiny update – Where do you really want to go next?
- ✓ Strategies to leverage your business – capitalizing on existing resources
- ✓ 7 Ways to achieve more growth and 3 ways to stabilize your current successes

Weekend Three: Blueprints for Future Success

In our final weekend we look at advanced business development topics, refine and define a ‘go-forward’ strategy, and celebrate the immense progress you have made in a few short months!

- ✓ **The Magic of Strategy – Working “ON” the Business vs. “IN” It**
 - Refining your go-forward business model
 - Self-employed vs. running a business
 - Will you be scalable, sustainable, and sellable?
 - You’ve expanded (or launched)... now what? How to ensure that purpose and passion continue to drive profit sustainably
- ✓ **Sales Mastery – True Service Leadership**
 - Projections and pipelines – how to avoid the dreaded cash flow crunches
 - 5 more new ways to prospect for clients
 - Raising the bar - transitioning from initial offerings to your ongoing pricing model
- ✓ **Marketing that Actually Works!**
 - Refining your plan and process – ‘Doable’ strategies
 - Crystal ball gazing at it’s best - future trends and how to align with them
 - More innovative ways to reach your niche



✓ Celebration and Acknowledgement

- Debriefing on your progress and achievements
- How to keep doing more of what does work – and less of what doesn't
- Systems and processes for supporting your ongoing growth, expansion and progress

Implementation Support Accountability Processes

We've talked a lot about application and implementation being the keys to success. **As powerful as the above information is it won't help your business grow unless you apply what you learn** to your practice or business on an ongoing basis.

Each course participant is responsible for submitting a **bi-weekly goal update via email**. This update form is based on the Implementation Plan that you designed for yourself at the beginning of the program (during and after the first weekend). That plan is based on your schedule and timing—**you decide what you can, and will, do** to move your business forward. Reporting on goal progress is a great way to keep you focused on what you want to achieve. It's also a good way for Jannette and the team to know if there are areas that you could use additional support with.

The **monthly group coaching calls** are an opportunity for you to bring up any questions, concerns, issues that you are encountering in your day-to-day process. This call is 100% based on what you want to work on. Each call begins with successes that you have achieved so that we can all be inspired about what is working well and build on that. We will brainstorm solutions to one another's problems – and will be supported in staying on track with your personal accountability plan.

For many **this is one of the most powerful components of the program**. We will often follow-through on projects, commitments, and goals if we are accountable to others or have external structure that supports it. If you have been struggling with keeping your agreements with yourself—or find that there are more to-do's at the end of the day than hours, this part of the program will support you with **actually achieving your priorities**. **Wouldn't you like to feel that sense of gratification and accomplishment when you are "on track" and actually doing the things that will move you forward?**

For others—this is an excellent opportunity to pause and celebrate progress. Are you so busy achieving that you forget to enjoy the journey? If so, then these calls will support you with balance. We'll help you remember why you got into business in the first place so that you can have fun while being effective.


From my own experience as a service provider and after 30 years of working with entrepreneurs and individuals there is one thing I know—as much as we may resist, resent, or even downright hate it—we will often get things done faster and more effectively if we share our goals and make a commitment to someone else as well as to ourselves.



**AND REMEMBER OUR NO - RISK,
SATISFACTION GUARANTEE!**

We know that the when applied consistently the process, content, expertise, and proven approach designed into this program will work to help you fast-track your results.

If after attending the full first weekend you are not 100% convinced that you will receive massive value from this program... and that *The B.E.S.T Program*TM will help you achieve freedom faster—you can have all of your money back—and the weekend is on us!



Jannette is a positive whirlwind that gives you the confidence to tackle projects or items on your to do list that normally you would not do. She is warm, friendly, and firm. With her insistence that I push my personal limits I increased my revenue by 20%.

*Sincerely,
Barb Semeniuk BSc.
CRSP
President
First Be Safe*

**To register for *The B.E.S.T. Program*TM contact us at:
info@positiveresults.ca or call 403-615-3838 today!**

The B.E.S.T. Program™ Schedule for 2010:



Location for the seminars to be confirmed.

April 24 - 25, 2010	Weekend One - Acceleration
Thursday April 29, 2010 April, 2010	Teleseminar #1 - Charting Your Course 1-2 Hour 1:1 Mentorship Calls / Meetings
Saturday May 8, 2010	1-Day Seminar - # 1 - Designing Your Destiny
Tuesday May 11, 2010	Group Coaching Call
Thursday May 20, 2010	Teleseminar #2 - Where to Find Clients
Tuesday June 8, 2010	Group Coaching Call
Saturday June 19, 2010	1-Day Seminar - # 2 - Bulls-eye! Hit Your Target Market
Thursday June 24, 2010	Teleseminar #3 - How to Excel at Selling Yourself
Tuesday July 13, 2010	Group Coaching Call
Thursday July 29, 2010	Teleseminar #4 - How to Speak 'Client'
Tuesday August 10, 2010	Group Coaching Call
Thursday August 19, 2010	Teleseminar #5 - Getting out of the One-to-One Rat Race Ratio
August 21 - 22, 2010	Weekend Two - What They Don't Teach at Harvard
Tuesday September 7, 2010	Group Coaching Call
Saturday September 11, 2010	1-Day Seminar - # 3 - Sales Mastery
Thursday September 16, 2010	Teleseminar #6 - Becoming the Expert Everyone Wants to Know
Tuesday October 5, 2010	Group Coaching Call
Saturday October 23, 2010	1-Day Seminar - # 4 - Building a Brilliant Brand
Tuesday November 2, 2010	Group Coaching Call
Saturday November 6, 2010	1-Day Seminar - # 5 - Success Laws
Tuesday November 30, 2010	Group Coaching Call
Tuesday December 11, 2010	1-Day Seminar - # 6 - Strategic Visioning
Tuesday January 4, 2011	Group Coaching Call
January 15 - 16, 2011	Weekend Three - Blueprints for Future Success
Tuesday February 8, 2011	Group Coaching Call
Tuesday March 8, 2011	Group Coaching Call
Tuesday April 12, 2011	Group Coaching Call
January-March, 2011	1:1 Mentorship Calls / Meetings

Additional mentoring to be scheduled with individual participants throughout