

## Positive Results

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A Unique and Powerful Business Acceleration Program

## COURSE CURRICULUM

While the targeted content is designed to help service professionals, experts, and small businesses grow; the true power of this program lies in how it will be applied to your business specifically.

**3 Business Builder (BB) Intensive Weekend Seminars:** BB Weekend #1 focuses on strategic business models starting with the end in mind so you can ensure your business is scalable, sustainable, and sellable (or is as profitable as possible without you working so hard). Each weekend covers content on strategy, sales, and marketing so that you can move each area forward all year long. BB Weekend #2 hones in on strategic sales and marketing. Learn how to create a healthy top-line even if you hate selling and alternative ways to generate revenue so that your business works as hard for you as you do for it. In BB weekend #3 we work on strategic planning for future success. After growing substantially this year, and putting a strong foundation in place, you will want to plan for the ongoing stability and expansion of your business. This weekend celebrates how far you've come, and sets the stage for the continued achievement of your goals!

### Monthly Marketing Savvy Seminar Topics:

- ✓ Honing your value proposition—what is in it for people to do business with you?
- ✓ Bull's Eye! Hit the Target Market that's Perfect for You. Find your ideal niche.
- ✓ Brilliant Branding and Powerful Positioning. What is your dynamic differentiation?
- ✓ Marketing that Actually Works. What marketing materials do you really need and how do you use them to get results?
- ✓ Learn how to overcome limiting beliefs and behaviors that impede your success. Expand your context so that you can easily achieve more.
- ✓ Creating "Gravity" – how to create fans and pull prospects to you effortlessly.




## guaranteed satisfaction

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

**The B.E.S.T. Program™**  
*Igniting Business Potential*



Thank you so much for your encouragement and help with building my speaking business. Here are the results from applying your suggestions at my very next speech:

- I received a direct referral. I will contact the person this coming week.
- I received seven endorsements to use in my marketing materials.
- I had eight people ask for additional information on further training, stakeholder engagement or mediation!

Thank you. Like I said . . . YOU ARE AMAZING!!!

**Brenda Walton, President**  
Kairos Creative Solutions Inc.

## COURSE SCHEDULE

- ✓ Business Builder Seminars:
  - BB #1 – Mar. 20/21, 2010
  - BB #2 – May 29/30, 2010
  - BB #3 – Sep. 18/19, 2010
- ✓ 7 Monthly Coaching calls – Thursday evening each month
- ✓ 6 Teleseminars – 4<sup>th</sup> Thursday 7-8:30 pm
  - Apr. 29 - Charting Your Course
  - May 20 - Where to Find Clients
  - Jun. 24 - How to Excel at Selling Yourself
  - Jul. 29 - How to Speak 'Client'
  - Sep. 16 - Becoming the Expert Everyone Wants to Know
- ✓ Mentorship meetings – scheduled individually

## WHAT IS INCLUDED?

In addition to the ongoing skills development through the formal training, this program focuses on 5 other key components of creating maximum, permanent value and measurable positive results.

- ✓ **Monthly accountability coaching calls:** These motivating one hour calls allow participants to share 'wins', commit to goals, and access peer expertise, brainstorming, support, and resources.
- ✓ **Bi-weekly progress reporting:** Participants will send in updates on their accountability plan. This helps you stay focused, and provides your mentor with information on the areas where you may need support.
- ✓ **Mentoring:** Have a business growth specialist working with you on your unique requirements to fast-track your results.
- ✓ **Expansion Enrichment Tele-seminars:** These 6 bonus 1.5 hour calls further hone your sales and marketing skills.
- ✓ **Program reinforcement tools:** Your course manual and audio recordings of the seminars let you review the content again and again.

Each component of the program supports different learning styles. Each serves an important role in manifesting results. **Together they are a powerful way to accelerate your financial freedom and put you on the fast track to success!**



**Why waste another minute doing it the hard way? Call 403.615.3838 today to see if this program is right for you.**

# investing in your future

## Your Investment:

**\$5,897** +GST. Much less than the cost of a quarter-time administrative assistant. Which do you think will add more value to your business?

You receive a 5% discount when you prepay the full amount and an additional \$250 off when you register with a colleague or friend. Also don't miss the Early Registration Discount of \$250 (Before March 1<sup>st</sup>)

**Save up to: \$1,257!**

Payments can be made in 6 monthly installments with no additional fee.

NOTE: The complete B.E.S.T. Program is a **total value of: \$21,000** (Including the program materials & at Jannette's standard rate of \$300/hr.) Incredible savings and guaranteed results!!

## Platinum Program:

4 premium packages will be made available for each program. Platinum members receive an additional 10 hours of 1:1 consulting **Value \$3,000.**

**Total Investment: \$7,647**  
**Save additional \$1,250!**

**Note:** You also receive **FREE** bonuses worth **\$2,421**