

# *The MindfulPreneur Training Program*

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### **1. Preparing for Success**

- The 3 Measures of a Strong and Healthy Business
- Identifying the *Whats* and the *What Fors*
- The Practical and the Practice of Achieving your Goals
- The Beginnings of an Action Plan

*Audio Programs* - Finding Your Breakthrough Posture for FASST Results CD  
Holistic Goal Setting CD

### **2. An Overview of The Road Ahead**

- The Key Ingredients of your Successful Business
- The Primary Marketing Systems: Lead Generation, Conversion, Fulfillment

### **3. Finding *your* Business Breakthrough Points**

- Business Diagnostic

*Audio Program* - Revealing the Secret to YOUR Success CD

### **4. The Discovery Process**

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*Audio Program* - The Pain FREE way to your Niche/Promise Statement CD

### **5. Primary Marketing System – Fulfillment**

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- Creating Information Products

*Audio Program* – Transform Your Business with Information Products CD

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- Serving, Segmenting and Activating Your List

Audio Programs - Give Your Website a Facelift CD

The Top 10 Ways to Instantly Power up your Copy CD

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Setting up Your Wordpress.org Website CD-ROM

### 7. Primary Marketing System - Lead Generation

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Audio Program – The Power of Celebrity CD

### 8. The MindfulPreneur in Action

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- Your *Living* Marketing Plan
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Audio Program - Top System Breakdowns and Remedies CD

### 9. Articles

- Finding Clients who 'Get it'
- Turn your List into Cash
- Use your Head People!
- Putting Your Purpose and Passion into Practice
- What Should You Do Today?
- Do Something Different
- Moon Bounce Marketing Mania

#### **Bonus CDs!**

1. *Putting on a Successful Event or Expo*
2. *Savvy Marketing Strategies on a Shoestring*

### 10. Our *Outstanding* Presenters