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MASTERMIND WORLD SUMMIT

WORKBOOK

MASTERMIND WORLD SUMMIT

Dear World Summit Attendee,

Are you ready to join us LIVE for three full days August 2nd, 3rd & 4th at the virtual event of the year, to discover next-level capabilities and achieve next-level results with your current or future business? If your answer is YES, then you're in the right place.

But first, CONGRATULATIONS!

Your ticket for the 2024 Mastermind World Summit is officially confirmed. This isn't just another event filled with motivation and hype. There is one specific reason Tony & I are coming together for this three day worldwide immersive event.

And that's to show you **HOW TO MASTER** the business of selling what you know in the exploding knowledge industry.

We'll meet you exactly where you are, whether you're just starting out, an established entrepreneur, coach, influencer or course creator, or simply know you're meant for more... and then we'll show you the path to create true, meaningful success and impact.

In just 3 days you'll discover the secrets that made it possible for industry-leading coaches and speakers to not only create successful coaching programs and courses, but actually scale their reach, expand their capabilities and build a thriving business that generates impact and income far beyond what a single program ever could.

So I ask again... **ARE YOU READY?!**

Tony & I's bold promise to you is this: If you show up to this event, play full out and take notes like crazy... life will never be the same.

Now let me share with you what you can do right now to get ready the RIGHT way.

STEP 1: MARK YOUR CALENDAR

This fully immersive experience will take place on **August 2nd, 3rd & 4th (each day starts at 9:00AM PT | 12:00PM ET)**. Block off those days to eliminate distractions so you can make the most of this "one time only" event! Also, you can go to bit.ly/mmwscale to add to your favorite calendar as well.

STEP 2: COMPLETE YOUR VIRTUAL CHECK-IN

Your virtual event dashboard will open prior to the event, and this is where you'll find the links to join us each day and all other necessary information. Like most in-person events, **this check-in process will be required and will start on Tuesday, July 30th**. So don't miss it!

STEP 3: BRING A PEN & PAPER

This event will have so many golden nuggets, big takeaways and killer "ah-ha" moments, you will want to make sure you have a notebook ready with a pen (or two) in hand. **There are no replays so you MUST take notes or risk forgetting!**

No matter where you're at in your business building journey, this event will accelerate your success and your results.

Stay tuned for for more information about the World Summit. We will be reaching out soon.

And as always, if you need anything at all please send us an email at support@mastermind.com.

See you soon :)



FROM THE DESK OF DEAN GRAZIOSI & TONY ROBBINS
MASTERMIND HEADQUARTERS, SCOTTSDALE AZ
JULY 20TH, 2024

Your 2024 World Summit Live Host.

MASTERMIND
WORLD SUMMIT



Dean Graziosi

Dean Graziosi is a multiple New York Times best selling author, entrepreneur, and investor. He has started or has been involved in 13+ successful companies over 20+ years that have resulted in hundreds of millions in revenue. For his entire career Dean has been dedicated to delivering self-education to those seeking transformation and success outside the normal path of traditional education. Dean knows how to pivot better than almost anyone alive... he has been through 4 down markets and learned the secrets to succeeding and thriving while others focus on surviving.

Most recently Dean has spent the past 5 years partnering with Tony Robbins to create frameworks and blueprints for everyday people to succeed in the self-education industry.

   @DeanGraziosi



Tony Robbins

For over 4 decades, more than 50 million people have enjoyed the warmth, humor, and transformational power of his business and personal development events. He is the nation's #1 life and business strategist. Tony Robbins had his entire life changed when he was introduced to self education and has since spent his career delivering the greatest capabilities for human potential to people all over the planet. Tony's success extends into his dozens of businesses, where he has proven through many down economies to understand what separates the wise from the inexperienced.

Fortune's 2014 cover article named him the "CEO Whisperer," and he has been named in the top 50 of Worth Magazine's 100 most powerful people in global finance for two consecutive years.

   @TonyRobbins



World Summit Exercise
WORLD SUMMIT EXERCISE

Pinpoint The Right Ideal Client

The gender of my ideal client is:

The age range of my ideal client is:

My ideal client's dreams, goals & aspirations are:

My ideal client's fears & what's holding them back are:

My ideal client's name is:

And they are:

(Describe them in detail)

World Summit Exercise
WORLD SUMMIT EXERCISE

Creating Your Irresistible Product Framework

01 ▶ My ideal client is:

02 ▶ The results I have gotten (or helped others achieve) are:

03 ▶ The ultimate outcome of my product is:

04 ▶ 6 teaching topics that can help my ideal client achieve that outcome are:

05 ▶ I will build my product as a:

06 ▶ I will call my product:

07 ▶ I will price my product at:

GG PROMPT GUIDE

Creating Your Irresistible Product Framework



Using GG to help you find your ideal client



Hey GG! I "**ENTER SOLUTION STATEMENT HERE**". I am trying to figure out my ideal client. Can you give me some ideas of who my ideal client might be?



Using GG to help find 6 outcomes you can teach your ideal clients



Thank you GG! If the ultimate outcome of my product is "**ENTER OUTCOME**", what could be 6 teaching topics in my product that can help my ideal client get there



Using GG to help you name your program



That is awesome GG! And what could I name my product if I decided to turn this into a "**ENTER TYPE OF PRODUCT HERE**"?

REAL WORLD EXAMPLES

Creating Your Irresistible Product Framework



Using **GG** to help you find your ideal client



Hey GG! I **HAVE A WAY TO HELP WOMEN LOSE THAT STUBBORN EXTRA 20 POUNDS THEY'VE BEEN WANTING TO GET RID OF FOR YEARS.** I am trying to figure out my ideal client. Can you give me some ideas of who my ideal client might be?



Using **GG** to help find 6 outcomes you can teach your ideal clients



Thank you GG! And if the ultimate outcome of my product is to **HELP WOMEN LOSE THAT LAST 20 POUNDS THEY NEED,** what could be 6 teaching topics in my product that could help get them there faster?



Using **GG** to help you name your program



That is awesome GG! And what could I name my product if I decided to turn this into a **COURSE?**

World Summit Exercise
WORLD SUMMIT EXERCISE

Building Out Your Irresistible Product

Choose which delivery method works best for you and let's build an outline!

Course

Coaching

Mastermind,
Groups. etc

- 01 ▶ Fill in your product outline below. Be as specific as possible so you can refer back to this page!

WORLD SUMMIT EXERCISE

Building Out Your Irresistible Product

GG Prompt



Using GG To Help You Actually Build Your Product Outline

Hey GG! You just gave me 6 topics that could help my clients reach the "ultimate outcome" of my product which is **"ENTER OTCOME"**. I would love to turn this into a **"ENTER DELIVERY METHOD HERE"**. Can you help me take these outcomes and format them into an incredible **"ENTER DELIVERY METHOD HERE"**?

Examples



Using GG To Help You Actually Build Your Product Outline

Hey GG! You just gave me 6 topics that could help my clients reach the "ultimate outcome" of my product which is **TO HELP WOMEN LOSE THAT LAST 20 POUNDS THEY NEED**. I would love to turn this into a course. Can you help me take these outcomes and format them into an organized & impactful **COURSE**?



Using GG To Help You Actually Build Your Product Outline

Hey GG! You just gave me 6 topics that could help my clients reach the "ultimate outcome" of my product which is **TO HELP WOMEN LOSE THAT LAST 20 POUNDS THEY NEED**. I would love to turn this into a **COACHING PROGRAM**. Can you help me take these outcomes and format them into an organized & impactful **COACHING PROGRAM**?

World Summit Exercise
WORLD SUMMIT EXERCISE

Layout Story/Teach/Tool

Layout your story, teach, tool for your outcomes

Teaching Topic	The Story	The Teaching Point(s)	The Tool(s)
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.

GG PROMPT

Layout Story/Teach/Tool



Using GG To Help
You find fresh
teaching points



Hey GG, in the **"ENTER PRODUCT TYPE HERE"** you helped me create one of the teaching topics you recommended was **"ENTER ONE OF THE EXAMPLES HERE"**. Can you give me two examples of something I could teach my student to help them achieve that?



Using GG To Help
You find another
fresh teaching
points



Thank you GG! You also recommended **"ENTER ONE OF THE EXAMPLES HERE"**. Can you give me two examples of something I could teach my student to help them achieve that faster as well?



Using GG To Help
You create a tool
for your ideal client



What is one exercise, tool or homework assignment I could give my ideal clients to help them with **"ENTER ONE OF THE OUTCOMES HERE"**?

REAL WORLD EXAMPLES

Layout Story/Teach/Tool



Using GG To Help
You Find Fresh
Teaching Points



Hey GG, in the **COURSE** you helped me create, in **MODULE 1 LESSON 1** one of the teaching topics you recommended was "**UNDERSTANDING MACRONUTRIENTS AND CALORIE DEFICITS**". Can you give me two examples of something I could teach my student to achieve that faster?



Using GG To Help
You Find Another
Fresh Teaching
Points



Thank you GG! **IN MODULE 2 LESSON 1** you also recommended "**DESIGNING A CARDIOVASCULAR EXERCISE ROUTINE**". Can you give me two examples of something I could teach my student to help them achieve that faster as well?



Using GG To Help
You Create A Tool
For Your Ideal
Client



What is one exercise, tool or homework assignment I could give someone to help them with **UNDERSTANDING MACRONUTRIENTS AND CALORIE DEFICITS**?

▶ Your Notes

▶ Your Notes

4 C's of Content

Crafting **CREDIBILITY** Content

 **John Doe** ⋮

Do you ever feel like 24 hours is not enough time in the day?

These are the 3 changes I made in my workday that helped me to be more productive.


1. Move your to do list from a notepad to a digital organizer.
2. Stop trying to multitask!
3. Use timeblocking to your advantage

Now when a new project gets added to my plate - I can still breathe - I've got this! These tiny shifts have given me confidence to tackle a big load at work by allowing me to see one main focus at a time. Feels like less while accomplishing MORE!

An organized gameplan = more time back in your day 🔥🔥
Let me know in the comments which changes you plan to implement!

 Like  Comment  Share

Crafting **CHARACTER** Content

 **Jane Doe** ⋮




My sister and I haven't always gotten along.

But the older we get, the closer we become – opposites attract right?


It was awkward because of our differences, but a couple years ago I picked up the phone, called her & formally asked if she would be my best friend.

We laughed for about 3 hours & haven't looked back since! Funny how 1 conversation can clear the air ❤️❤️

Who are you polar opposites with... but also best friends with lol? Comment their name below!

 Like  Comment  Share

Crafting **CONNECTION** Content

John Doe...

Can I be candid with you for a moment?

I know what it is like to feel unmotivated & empty – like your fuel = 0%


When I was in my 30's I hit a wall and to be honest it took me YEARS to speak up about it and find a fix! You see, when you feel unmotivated in general... you also feel unmotivated to find a solution.

I totally get it. It is now my mission to support those that feel “stuck in a rut” when it comes to their energy to let them know there IS an escape & that with an extra hand and a lil bit of direction... it doesn't even take that much extra work ;)

If you are in your 30's and know what I am talking about, drop a 🍊 in the comments!
We've got this together!

👍 Like 💬 Comment ➦ Share

Crafting **CONVERSION** Content

Jane Doe...

As a single mom, who knows she is meant for more...

I see you.
I understand you.
And I am here for you.

Over the past 5 years I have devoted myself to finding balance between being a mom I know my kiddos deserve & building an online business I can do from home.

And now I have that formula & guidance to share with you!


My one-on-one “Mom's Made for More” coaching program just launched & if you are that mom, like I was, and you are itching to do more, be more, and create more for your family - I know “Mom's Made for More” would be a good fit for you.

There are only a few more spots available so be sure to secure your spot by clicking the link below and selecting “I AM MADE FOR MORE” 🍊🍊
www.workbookexamplelink.com

Once you do, you will receive an email from me on how to start the program on the right foot!

PS: We have an awesome community too that I would love to introduce you to! We are in this together ❤️

👍 Like 💬 Comment ➦ Share



**MASTERMIND
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World Summit Exercise
WORLD SUMMIT EXERCISE

It's time to craft one piece of credibility content! Don't forget to utilize GG if you want!

World Summit Exercise
WORLD SUMMIT EXERCISE

Why / What / Where: Building Sales Confidence

01 ▶ My ideal client needs my product because:

02 ▶ They need my product right now because:

03 ▶ They should learn from me instead of others because:

04 ▶ What they want vs. what they need is:

05 ▶ Some objections I can overcome in advance are:

06 ▶ Where they will be a year from now without me is:

07 ▶ Where will they be a year from now with me?

WORLD SUMMIT EXERCISE

Value Ladder

Example for your value ladder!

PRODUCT #3

Type: *Mastermind*

Price: *4,997*

Sales/Mo: *1*

Total Rev: *\$4,997*

PRODUCT #2

Type: *Coaching*

Price: *\$1,997*

Sales/Mo: *2*

Total Rev: *\$3,994*

PRODUCT #1

Type: *Course*

Price: *\$197*

Sales/Mo: *26*

Total Rev: *\$3,940*

Total Per Mo. *\$12,931*

Total Per Year *\$55,172*

World Summit Exercise
WORLD SUMMIT EXERCISE

Value Ladder

Fill out your value ladder!

PRODUCT #3

Type:
Price:
Sales/Mo:
Total Rev:

PRODUCT #2

Type:
Price:
Sales/Mo:
Total Rev:

PRODUCT #1

Type:
Price:
Sales/Mo:
Total Rev:

Total Per Mo.
Total Per Year

▶ **Your Notes**

▶ Your Notes

World Summit Exercise
WORLD SUMMIT EXERCISE

Sales Esteem

01 ▶ What is the current belief holding you back from being an extraordinary person of influence

02 ▶ What is a new belief that will fuel you?

03 ▶ What is one action you will take today that can guarantee you build your confidence in this belief?

World Summit Exercise
WORLD SUMMIT EXERCISE

Sales Confidence

Identify as many benefits of your program as you can think of!

World Summit Exercise
WORLD SUMMIT EXERCISE

SEND | SERVE | SELL

Let's draft your initial outreach message to **SEND** to your warm leads to get them on your "**SERVE** Call"! Get creative, have fun, just use your imagination since this hasn't happened yet. And remember the example!

*"Hey Kelly! I saw your comment on my most recent Facebook post where I shared the diet I used to lose 20 pounds in 20 days :) Thank you so much for your support! If you're anything like I was before the weight loss, you are probably thinking **"NO WAY THAT IS POSSIBLE - HOW CAN I DO THAT!"** If so, I don't blame you! lol*

If you are up to it, I would love to hop on a Zoom call and share the exact diet I used to lose the weight. I am confident it could help you too :) In full transparency I AM a coach and this is part of what I teach in my programs but I would love to do this call completely free since you have been so engaged with my content (and I just love seeing people get results!)

Let me know a date and time that work for you, and I'll set up the Zoom meeting. Looking forward to helping you lose that weight you've been dreaming of!

Chat soon :)"

01 ▶ Craft your outreach message!

World Summit Exercise
WORLD SUMMIT EXERCISE

Simple Sales Conversation

- 01 ▶ What are some questions you could ask to build a connection and check their progress since your last call?
- 02 ▶ What are 3-5 discovery questions you could ask that paints a picture of where your client is and where they want to be?
- 1.
 - 2.
 - 3.
 - 4.
 - 5.
- 03 ▶ Write down your clients goals, aspirations & challenges & why your product will work for them!

▶ Your Notes

▶ Your Notes



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W O R K B O O K