**

**May 12 -14, Houston, TX**

**Session 1 Part 1: Where Are You Going? Santiago Arango**

Why…

1.

2.

3.

4.

5.

6.

7.

What are You Going to \_\_\_\_ \_\_\_\_\_\_\_\_ \_\_\_\_?!

**Session 1 Part 2: How Will You Get There? Howard Partridge**

The ONE and ONLY Reason Your Business Exists is to Be a \_\_\_\_\_\_\_\_\_ to Help You Achieve Your \_\_\_ \_\_\_ \_\_\_\_ \_\_\_\_ Goals.

The #1 Secret of Building a Brand: The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The #1 Secret of Building a Team: The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The 3 E’s of Experience

1.

2.

3.

The Most Meaningful Type of Experience EVER…

A Phenomenal \_\_\_\_\_\_\_\_\_\_\_\_\_ Experience

Every Human Being Has a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The 3 Things You Need for a Phenomenal Business:

1. Phenomenal \_\_\_\_\_\_\_\_\_\_\_\_\_

2. Phenomenal \_\_\_\_\_\_\_\_\_\_\_\_\_

3. Phenomenal \_\_\_\_\_\_\_\_\_\_\_\_\_

The Most Phenomenal Community Experience is KEY to Attracting \_\_\_\_\_\_\_\_\_\_\_\_ Clients

The Most Phenomenal Community Experience Ever is KEY to Attracting Phenomenal \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**Session 2: How To Generate an Unlimited Supply of “Mercedes Clients”**

9 Steps to Create, Market, and Deliver the Most Phenomenal Community Experience EVER…

Step 1. \_\_\_\_\_\_\_\_\_\_ with their \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Step 2. Develop Your MVP and \_\_\_ \_\_\_ \_\_\_ around that emotion

Step 3: Make them \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_

Step 4: \_\_\_\_\_\_\_\_\_\_\_\_ their \_\_\_\_\_\_\_

Step 5: \_\_\_\_\_\_\_\_\_\_\_\_ them

Step 6: \_\_\_\_\_\_\_\_\_\_\_\_ them

Step 7: Have Phenomenal \_\_\_\_\_\_\_\_\_\_\_

Step 8: Have \_\_\_\_\_\_\_\_\_\_\_ Leadership

Step 9: Create a \_\_\_\_\_\_\_\_\_\_\_\_ Experience

Mercedes Clients care more about \_\_\_\_\_\_\_\_\_\_\_\_ than \_\_\_\_\_\_\_\_

5 Things Mercedes Clients Line Up and Pay the Highest Prices For:

1.

2.

3.

4.

5.

Mercedes Clients buy through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from a \_\_\_\_\_\_\_\_\_\_ or a \_\_\_\_\_\_\_\_\_\_\_\_

Top 10 Reasons Referral Marketing is More Effective Than Paid Advertising

1. \_\_\_\_\_\_\_\_\_ Unlimited

2. Higher Quality \_\_\_\_\_\_\_\_

3. \_\_\_\_ - \_\_\_\_\_\_\_\_\_ Clients

4. People \_\_\_\_\_\_\_\_ Referrals

5. Reduces \_\_\_\_\_\_\_\_\_\_\_

6. Low Cost

7. High Returns

8. Returns Guaranteed

9. Small \_\_\_\_\_\_ Investment

10. EXPONENTIAL GROWTH!

Casual Referrals are NOT Enough!

You need a \_\_\_\_\_\_\_\_\_\_

1. Proper \_\_\_\_\_\_\_\_\_\_\_\_ Skills Are a Pre-Requisite for Referral Marketing

2. Have an Effective Referral \_\_\_\_\_\_\_\_\_\_\_ Program

3. Have an Effective Referral \_\_\_\_\_\_\_\_\_\_ Program

Notes: