



Business Breakthrough! Academy Mastermind Experience

Your Business Breakthrough Coach, Patti Keating invites you to powerfully align your life purpose and passion, with your profits... to join a circle of like-minded peers and create a lifestyle business that feeds your creativity, your finances, and your heart and soul.

It's time to up-level your life... time to connect with your passion, and prosper greatly from your contribution to the world.

December 2010

Dear Entrepreneur,

Welcome to the **Business Breakthrough! Academy Mastermind Experience**

I designed this program for you so you can get the marketing, mindset and money breakthroughs, tools, accountability, motivation and coaching you want so you can **leverage your talent, laser focus your time and make more money!**

You will find that the program is designed to deliver a high level of coaching, masterminding, and accountability so you can make the powerful decisions required to take bold action toward your vision and intentions, while feeling supported.

You will experience the tremendous value of a Mastermind Group and form deep bonds that help you overcome your limiting beliefs and fears, while expanding your vision for yourself and your capacity to create what you want in your life and business.

You have a very special and unique message for the world and I am committing to helping you make 2010 your best year yet! This is my personal invitation for you to join this private group of spirit minded entrepreneurs, to expand your business by aligning with your Life Purpose and manifest your hearts deepest desires in the world.

If you are selected for the program you will be expected to show up fully bringing your unique knowledge, talents and energy to the group in both giving and receiving support. You will be expected to

***** There is a MAXIMUM Of 12 Participants Accepted Into This Program *****

Why did I create this program for you?

Being a participant in a high-level mastermind group showed me the power of accelerated results when you are part of a focused group. As my business continues to grow at an incredible

pace I want to be able to connect you with the tools that helped me create rapid success. I also am committed to connecting like-minded entrepreneurs in the spirit of sustained growth and connection.

I am 100% COMMITTED to helping you understand the marketing and mindset tools that I have used and seeing you become all you are meant to be.

To be accepted into this program:

Read this entire letter and gain an understanding of the powerful benefits this program provides.

Complete **Business Breakthrough! Academy Mastermind Experience** Application and fax it to (503) 855-4478

The **purpose** of this program is to help you integrate the practical applications of your spiritual message into a comprehensive and pragmatic business that reflects who you are at your essence.

Together we will clarify your purpose and implement practical business systems and tools to align with and express your purpose in all areas of your life.

I am offering this EXCLUSIVE program for you to work personally with me and a group of like-spirited entrepreneurs. Together we will dive deeply into your goals to help you accomplish your dreams.

This program is perfect for you if:

- You want to grow your business into a higher profiting and easily managed business
- Increase your certainty and confidence
- Have your business fit your lifestyle
- Take more time off and increase your revenue

You will connect with other like-spirited entrepreneurs, hand picked by me who are conscious, collaborative and action oriented professionals, excited to share resources, support each other and "master mind" their way to the life of their dreams.

In addition to the application review the following requirements must be met to enroll:

- Do you have a burning desire to increase your income in the next 12 months AND take more time off?
- Do you want to break six figures and make \$250,000... \$500,000... \$750,000 or more in the next 12 – 36 months?
- Are you self-motivated, resourceful, reliable and action-oriented?
- Are you committed to take effective action on your stated goals and use proven systems and practices to bring your dreams into practical form?

Business Breakthrough! Academy Mastermind Experience will connect you with other powerful, compassionate entrepreneurs like yourself – hand-picked by me because they are consciousness, determine and visionary. You will be part of a community of spiritual entrepreneurs. Together, we will construct a plan to help you accomplish your personal and professional dreams and more!

I will Coach you throughout the entire process, supporting and holding you lovingly accountable. I will work with you, using my unique talents and gift and the talents of the other members in the group, to brainstorm the BEST solutions for you. You will also create a clear, step-by-step action plan to reach YOUR personal and professional goals with the support and important accountability to implement your vision. Magic happens when like-minded entrepreneurs come together in an environment of safety and support.

Why did I create this program for you?

Personally experiencing and witnessing the power of a Mastermind Group inspired me to provide the same opportunity to you. The rapid transformation in consciousness that is occurring requires conscious entrepreneurs to embrace their greatness and the role as thought leaders in the world. You are being called upon to usher in the new era. Our world needs you... now! My purpose is to inspire, support and connect you with one another.

When you expand your life, live in faith, boldly believe in yourself and allow spirit to move through you, you become part of a bigger movement, a movement toward healing a planet that is longing to become whole.

If you are selected for the program, we will have a kick-off group phone call. I will review the program with you and you will get to know your Mastermind team. You will complete a short exercise in preparation to share with the group.

Your commitment to participate 100% physically, emotionally and spiritually is critical to your success. Stretching, growing, moving outside of your comfort zone is also key to getting the results you desire.

I will show up fully and help you move through your fears, resistance, discomfort and doubts as you evolve into the leader you are meant to be.

Business Breakthrough! Academy Mastermind Experience Application Process

- Fully complete the application
- Read and Sign the Business Breakthrough! Academy Program Agreement
- Complete the Payment Authorization Contract (after acceptance into program)

You will be notified as to your status after the review process. I am accepting a maximum of 12 Conscious Entrepreneurs in to the group.

Note: I must have your application no later than December 10, 2010 in order to prepare for your participation. Applications will be given priority based on date of application. (so get your application to me ASAP).

After all memberships are accepted; I will create a waiting list.

Business Breakthrough! Academy Mastermind Experience™ Exclusive Benefits

- ✓ **Twelve Private Group Phone Trainings**
Each month you will meet with Patti, via phone, as a group to discuss your goal attainment and receive training on critical skills necessary for business building. All calls are recorded so you can listen to them as you integrate the information.
- ✓ **Twenty-four One-hour Private Individual Coaching Sessions**
You will receive one hour of one-on-one individual coaching with me twice every month. This will reinforce and support your progress from your group mastermind sessions and provide a private, confidential space for you to process and expand as you move toward your goals. You may have these sessions recorded at your request.
- ✓ **Twelve Business Builder Café' Expert Speakers Calls**
Each month you will receive a training call on important and cutting edge information pertinent to personal and professional development as a business builder. These calls will feature guest experts as well as the latest trainings. These calls will be recorded and transcribed and made available on "The Business Breakthrough! Academy Mastermind" Private Forum.
- ✓ **Six "Just in Time" Coaching Sessions**
As you move toward your goals it is natural to experience fear, discomfort or resistance. These calls are available for you should those emotions come up. You are supported through the expansion or "up-leveling" of your life and "emergency" sessions help you feel connected to your goals when doubt creeps in.
- ✓ **Special Meals and Events**
During your in-person meetings, you will receive a special event to connect socially and deepen the experience. This will be a fun and memorable event!
- ✓ **Direct Email Access** (using my private email address)
- ✓ **Full Membership to The Business Breakthrough Academy** with weekly tips, monthly expert speaker calls and a group forum to network, create joint ventures and support you on your journey.
- ✓ **40 Intentions Setting Calls**
3 Mondays each month you can hop on an Intention Setting call to get clear about your week and make it efficient and productive.
- ✓ **12 Marketing Training Calls**
Each month you will meet with Patti, via phone, as a group to hear her marketing solutions. All calls are recorded and available for download in your private membership forum.
- ✓ **12 Integrity Day Calls**
Each month jump make a to do list, grab your phone and join us for Integrity day. These calls focus on cleaning up unfinished work with quick, fun, connected check in calls. At the

top of each hour you call in share what you will do, then call back to share your success and intention for the next hour. You will be surprised how much you can get done on Integrity Day!

Twelve Private Group Training Topics

- ✓ **Packaging Your Services** – Without specific packages you are losing money. Learn how to create packages that increase sales and improve retention while creating raving fans.
- ✓ **Sales Skills For Client Attraction** – You must understand the sales process and how to move through it in order to have a highly successful business. This training will give you the specific tools to attract and close your ideal clients and customers.
- ✓ **Leverage Social Media For Increased Visibility** – Understand the strategy to use social media as a relationship and list-building tool in less than 20 minutes a day.
- ✓ **Repurpose Your Knowledge Into Product Revenue Streams** – You are a wealth of knowledge. This training will show you the step-by-step method to turn your talent into a passive revenue stream that will add \$ to your bottom line.
- ✓ **Speaking For Credibility** – Learn to craft your signature speech and present it live and via TeleSeminar to become the go-to expert.
- ✓ **Present Profitable TeleSeminars** – Learn the ins and outs of crafting both list building and paid TeleSeminar Series' that build your list and add a lucrative revenue stream.
- ✓ **Streamlined Networking** – Reduce your networking time. Increase your results by streamlining your strategy, knowing where to go, what to say, and when to do it.
- ✓ **Create Powerful Joint Venture Partnerships** – Why joint ventures can rapidly expedite your business growth, how to choose the correct partners, where to find them and how to approach them for a "yes!"
- ✓ **Build Profitable Strategic Alliances** – Align with referral partners that consistently send you ideal client leads, who want what you offer
- ✓ **The Magic of TeleSummits** – Sky rocket your expert status by interviewing industry leaders. How to get the experts, market the telesummit and add thousands of dollars to your bottom line with a free event.
- ✓ **Quickly Build Your List** – List building is one of the most critical components' of your business growth success. Learn how to consistently add ideal prospective contact info to your list and how to convert them into paying clients.
- ✓ **Live Events, Workshops and Mastermind Groups** – People love in person events. Learn how to structure your live events, workshops and mastermind groups for great results and how to fill the events with raving fans.

Business Breakthrough! Academy Mastermind Experience™ Exclusive Benefits

1. Delve deeply into your life purpose and understand what drives your success
2. Become crystal clear about the value you have and HOW to manifest money using it
3. Create your vision and strategy plan and step-by-step actions to bring it alive
4. Build dynamic relationships with a group of people on the path of success who will hold your vision and understand who you are
5. Integrate your spiritual purpose into your business
6. Focus and support to think BIG and keep you moving forward
7. Fall in love with WHO you are and what you stand for in the world
8. Accountability to take inspired action toward your BIG goals
9. Creative, fun, collaborative coaching to keep you on track to your goals
10. Identify and embrace your unique talents and strengths and apply them to your business success
11. Find the courage within you and bring it out so you can make a BIG impact in the world
12. Increase your self confidence, learn critical decision making tools and leadership skills
13. Take big bold action to move forward in faith, confidence and deep knowing that you are enough exactly how and where you are NOW!
14. Express the greatness of who you ARE once and for all in your personal and professional life

Business Breakthrough! Academy Mastermind Experience Eligibility Checklist

- ✓ You are motivated to succeed and willing to take action (Action is the key to manifestation.)
- ✓ You are willing to be decisive, seek (and speak) your truth and claim what you want
- ✓ You're willing and able to commit 100% to your growth, show up fully and ask for support
- ✓ You're willing to try something new and stretch beyond your current experience
- ✓ You're willing to take action even if it might feel scary at times (in an exciting way)
- ✓ You have a dream that you are committed to achieving

You do NOT need to already have a clear idea of HOW to achieve what you want – that's what you'll learn if you're accepted into the program!

Your (Client) Commitment Includes:

- ✓ Read this invitation letter and fill out the application
- ✓ Arrange your transportation to and from the in-person meetings
- ✓ Schedule your coaching sessions with me – and show up. I will accommodate 48-hours rescheduling notice.
- ✓ Arrive at the in-person meetings and coaching calls on-time, rested and ready to play full on
- ✓ Prepare assignments before the Mastermind Meetings
- ✓ Participate fully on the group calls and at the in-person meetings
- ✓ Support yourself and your fellow BBAM Program members with your full attention, belief, connection and feedback
- ✓ Honor the confidentiality of participants and program processes
- ✓ Be vulnerable in the unknown so you can learn and grow
- ✓ Set a clear intention, objective or goal for each coaching call and the Mastermind Meetings

- ✓ Take risks, try new things and stretch beyond your current experience
- ✓ Take full responsible for your results, ask for support, schedule coaching calls and use your program benefits
- ✓ Honor our relationship through direct, truthful, open self expression
- ✓ Celebrating your wins, shifts, achievements and excitement throughout the program

My (Coach) Commitments Include:

- ✓ Believe in you and your ability to achieve your vision
- ✓ Allow you to be 100% authentic and fully express YOU
- ✓ Hold you accountable to act from your highest self, even when you may not feel connected
- ✓ Be honest with you
- ✓ Hold extremely high standards for you
- ✓ Provide a safe place to express yourself
- ✓ Be kind and patient with your progress
- ✓ Keep you laser focused on your goals and hold you accountable for taking the action steps you agree to
- ✓ Coach to your highest potential
- ✓ Care about you and your success

Confidentiality:

For you, for me and for other BBAM Program participants, it is essential to maintain a space of confidentiality and non-disclosure. You must commit to not disclosing any information about any participant either personally or professionally, in any way outside of the group. You must also commit to not using private or sensitive trade secrets that a participant shares for you own or another's gain.

Payment:

You agree to pay according to the payment schedule you will select in the Payment Contract you will sign if you want to be accepted into the program.

Commitment and Termination:

Business Breakthrough! Academy Mastermind Experience™ is a full-year commitment. It includes your three 2-day in-person meetings, monthly one-on-one coaching, and the group calls. If, for any reason, you choose not to continue, you will continue to be liable for the fees of your program. This is due to the nature of this program. A FULL commitment is required for your success.

There are more applicants than spaces available so your full commitment is essential. Your space cannot be filled once we begin. You must commit fully to this program. If you choose to join this program, and play full on, your life will be forever transformed.

Coaching is a powerful process. At times, you may feel stuck or as if something isn't working. This occurs when you overcome obstacles and move through limiting beliefs. It's a good sign! Please address all concerns regarding assignments and coaching with me so that I can effectively coach for you. I am committed to working together in integrity and honesty.

I am 100% committed to YOU and YOUR SUCCESS! I am passionate about seeing become who you really are and express your greatness in your business and personal life.

Love and Joy,

Patti

Business Breakthrough! Academy Mastermind Experience Application

I understand that you will personally review my application. This application, together with my payment contract, officially indicates my interest in being accepted into this program.

FAX your application to: (503) 855-4478 or email to patti@pattikeating.com

I understand that if I am accepted that I will immediately move forward with the financial commitment for the program and that all fees are non-refundable.

Please be completely open and honest.

Name:

Company:

Address:

City:

State:

Zip:

Office Phone:

Cell Phone:

Fax:

Email:

Website(s):

5. What have been your three biggest accomplishments in the last five years?

6. On a scale of 1-10, please rate the following questions (1 being "not at all", 5 being "somewhat" and 10 being "yes!"):

_____ How willing and committed are you to doing whatever it takes to be successful in this program (while honoring your values), being in integrity with your commitments, and supporting your colleagues?

_____ If you are accepted into the program will you be able to commit to the fee without undue stress?

7. If you are accepted into the program, at the end of our year together, what are the top 3 Goals you want to be really excited and happy about having accomplished?

In 50 words or less, tell me why YOU would be a good candidate for Patti's **Business Breakthrough! Academy Mastermind Experience.**"

Participant Signature – THIS MUST BE SIGNED IN ORDER TO BE CONSIDERED FOR THE GROUP:

I, _____, have read the BBAM Program description above and filled out the BBAM Program application. I would like to be considered for membership in **Business Breakthrough! Academy Mastermind Experience.**" At this point in time, I understand I am showing interest only in the program and am under no obligation to join or make payment.

I understand that if I am accepted into the group, I am committed to the program for its duration. I agree, at that time, to pay my coaching fees on time, and show up 100% and ready to play full on! I understand my role and the role of my coach in this program, as outlined in the Information letter. I will ask questions and clarify anything I don't understand. I am committed to doing everything I need to do to get 100% from the program.

Print Name _____

Signature _____

Date _____

Please sign and FAX Application to (503) 855-4478 or email patti@pattikeating.com
NO LATER than December 10, 2010.