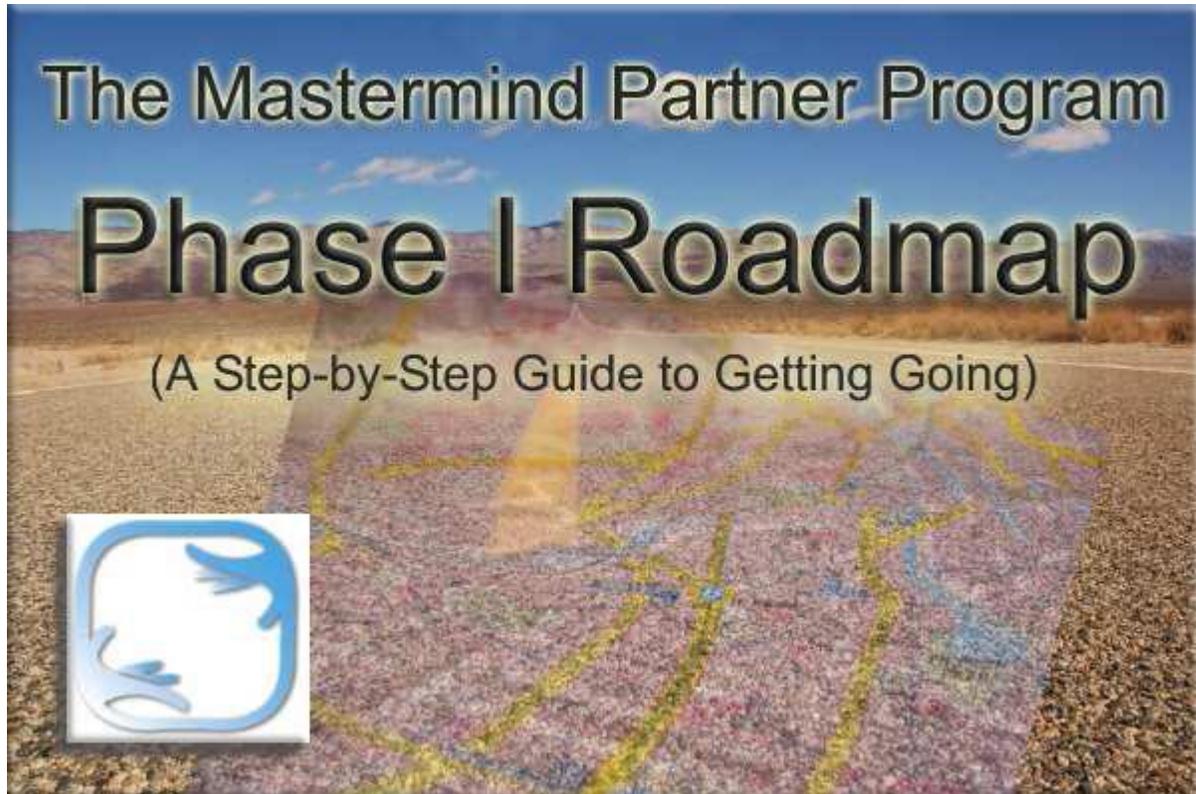


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This eBook is brought to you by Raena Lynn
Click here to visit my [website](#).

wwwThe MastermindPartnerProgram.com



Intro

Hi and welcome to your Mastermind Partner Program Roadmap!

My name is Raena Lynn

After teaching newbies online, coaching privately and building my own business as a solo-preneur, I've finally found a way to connect the dots between my skills that typically call for billing folks by the hour (coaching = linear income no matter which way you cut it and no matter how much you're making) into a wonderful funnel – really a community that acts as a leadership incubator – which leverages not only my own skillsets but also showcases and leverages all of the other amazing talent that we are now attracting to us. Including you.

Developing this program has created the synergy and partnership potential that I was always missing as a solo-preneur. Now I think of myself as a partnerpreneur and this family that you're now a part of is the manifestation of my life-long desire to partner with others who are seeking to create and design their own lifestyle.

I am personally fulfilled and always energized when I see others making forward progress towards their own "Perfect Days" and it thrills me to be able to have empowered or inspired some small part of that.

There is a selfish side to all this that I want to share with you now though.

The ultimate "What's in it for Me" here is to have a circle of people around me (for the rest of my life) who are all moving in the same direction. People who are ever moving along the path that means 'success' to them.

And ultimately who have the time and financial freedom to do whatever it is they want to do – including traveling to gatherings to re-charge with each other – whenever we want.

That's my perfect world – a world where we can brainstorm and project and relax together ... without constraints.

Ready? Let's begin so you can move forward!

"Success leaves footprints ..."

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Step 1 – Get Your Bearings

And so we begin the journey.

It really is a journey you know – this learning about online marketing thing – figuring out what/who is our niche ...

Ultimately – who we are, what’s really important to us and how we want to BE in this world is where we have to go to do this well and happily.

But that’s waxing a little deep straight out of the gate – lol.

Let’s start with some baby steps ☺

This roadmap will walk you through one process of attracting new customers and partners to yourself. You will also be exposed to many others in the process.

Tuck them away for future reference and resist being sidetracked.

You’re going to need something of value to share for Steps 4-6 (no worries – it’s probably already inside your head – or on your harddrive), so keep your eyes open to the possibilities without going down rabbit holes as best you can.

This is a proven process and will get you well practiced and positioned for doing business online in general. No matter what business you’re in, what interests you choose to pursue or even how you decide to market online in the end.

This roadmap is a buffet of side dishes that support a single (first) entrée.

It’s a beginning.

Getting Your Bearings Inside Our Member Area

By now you should have received a welcome email from the person who introduced you to the Mastermind Partner Program (aka. your ‘MPP Guide’ and have a login for this page:

<http://mastermindpartnerprogram.com/login>

If you do not have that yet – please connect with the person at the top of this ebook and have them cc an email to mastermindpartnerprogram@gmail.com and my assistant or I will get that set up for you.

Login and find your way to the welcome message where you’ll find a couple of Immediate “things to do next” steps.

And join us in our Inner Circle as soon as you’re able. See you there!

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Step 2 – Spotlight on Personal Branding

Now you may already be sold on the idea of personal branding. And if you are – this Step is mostly about defining what you want your brand to be – eventually.

Rome wasn't built in a day and neither will your brand be. It's an evolution that can only happen completely and authentically once you're in action.

So that's the aim of this and the next few steps. Getting in action.

To envision what our brands **might** be and to take steps in that direction.

Staying open to the ideas that strike us and also meshing that with the wants of our market... our perfect audience.

More on that in the member area under "The Basics"

<http://mastermindpartnerprogram.com/members/basics/>

First, here's an article I wrote way back in 2005 relating to my absolute clarity re. why personal branding online is so very important.

Wednesday, June 8, 2011

On Becoming the 'GoTo' Guy

Become the 'GoTo' Guy

For years we've been taught to identify ourselves as reps for one XYZ company or another.

- We have our fancy business cards printed, some letterhead, maybe an address stamp.
- We use the company logo and replicated websites as points of first impression.
- We market ourselves as being associated with that company with abandon ... heck, we even have the T-shirts to prove it!

Sounds okay on the surface, right?

Not right.

Think Like the CEO That You Are

Dedicating your personal image might be okay (or even required!) when you're on salary with some company. After all, when you trade your time for money, they do get to call the shots whenever you're on the clock, don't they.

Sometimes a job can even have a say in how you're dressing or acting in your off hours ... all too common.

But what I don't get is why people, who join Network Marketing companies as independent distributors, feel the need to associate their very being as an XYZ distributor.

Why the rush to be labeled as a part of that company?!
Are we not CEOs and chief bottle washers of our own businesses?

If you think about it, it's really only to the company's benefit for you to parade around in company promotional garb and be paying for your own 'official' business documents to be printed.

Learn to Brand Yourself

Become the 'GoTo' guy for your chosen product or service type.

- Promote an image of expertise in a field rather than just another distributor among many.
- Don't marry yourself to any one company ... leave your options open.
- Make every marketing effort that you put forth something that you can benefit from for a lifetime.

By branding yourself, you build that needed 'know, like and trust' that makes sales easiest. You become associated in the minds of the people you are working with as THE person to go to when they want what you've got.

To your success!
Raena Lynn

Are we on the same page now?

Cool.

Step 3 – Set Up Your Foundation

Okay so we're gonna brand ourselves.

Having a Wordpress website is the most popular way to build the foundational hub of that brand.

(no worries, your Mastermind Partner bonuses include a 3 month access package to my membership site www.bizbloghelp.com - see this page for details):

<http://mastermindpartnerprogram.com/members/bonuses/>

And we're going to need a few things in hand to be able to begin.

1. a domain
2. hosting
3. a wordpress theme
4. a picture of you
5. an autoresponder

So let's talk a little bit about what each of these are.

Your Domain

A domain is simply an address online.

In this case, it's an address online where people can go to find more about you.

You buy a domain from a registrar – it will cost you appx \$10/year depending on where you purchase it.

I use a company called <http://www.dynadot.com>

What you're going to do is purchase your name as a domain.

ie. **www.yourname.com**

If **yourname.com** is not available, consider a variation like one of these:

www.yournameonline.com

www.whoisyourname.com

www.wealthwithyourname.com

Some people add in their middle initial.

You get the idea – hop on over to the community or pow wow with your MPP Guide if you'd like to kick ideas around before purchasing.

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Hosting

So what is hosting exactly?

Website hosting refers to the literal web server space where your website files are stored and then accessed via the Internet.

So you need a hosting account.

And you want a certain type. It's called a cpanel hosting account. Cpanel is just a fancy word for the way a hosting company lets you access your files. It's the hosting dashboard that's most universal.

Some companies use their own proprietary dashboard system. Aside from the fact that Godaddy's hosting can be troublesome, that hosting dashboard puts them out of the running all together.

If you already have a cpanel hosting account there's a strong possibility that you can add this new domain to your existing account. It's worth asking your provider.

If you do not have a cpanel hosting account – it's time to get one.

[Click to Order Cpanel Hosting \(hostgator\)](#)

A Wordpress Theme

Next item to pick out is your website's theme (also sometimes called a template).

The theme is what determines the basic layout and navigation of your site.

It's super important to work on a stable platform – not all coding is created equal. So we've arranged for free access to WooThemes for all of our members.

Woothemes are premium themes and are an excellent way to begin.

Go to this page to request your free WooTheme:

<http://mastermindpartnerprogram.com/members/bonuses/>

There is also a paid theme option that many of us swear by. If you would like to sprint ahead to a theme that allows professional functionality and versatility, you'll want to consider this theme (recommended if you want to host your own optin pages especially):

[Click Here for Details on the Professional Theme We Are Using](#)

wwwTheMastermindPartnerProgram.com

A Picture of You

The next piece of the puzzle that you need on hand is a picture of yourself.

You want something that represents you as you but also is a match to the brand that you want to convey.

Professionally taken pictures are easiest to deal with and look great right out of the gate, but sometimes a candid photo taken on location can work just fine.

This is a place that many people let themselves get delayed. Don't do that.

This first header is meant to be something to get started with while your full and true brand becomes clear.

Intend to re-do your brand look and feel in 3-6 months and take heart in the fact that your ideal audience will appreciate doing that growing with you.

I literally have used webcam shots of me in my office for some time now. It suits my brand and it works for me. So far so good.

If by the time you're reading this I've switched to professionally taken pictures – that's just part of my own evolution. Both ways work.

Take 2 days max to gather up a picture to get started. Timer starts now.

An Autoresponder

Okay so what's an autoresponder.

First let me tell you this...

If you're going to build your business online, this is one of the few non-negotiable must have items. It's a cost of doing business online that you just have to swallow.

I go into it more inside the member area on this page:
<http://mastermindpartnerprogram.com/members/basics/>

But in a nutshell, if you're not building and growing a list of people who want what you've got, you're essentially spinning your wheels and leaving 90% of the money you could be making on the table.

There are two main autoresponder services that I recommend (have used both) – ask your MPP Guide which one they prefer: [Click Here to Use Aweber](#)

Step 4 – Develop ONE Optin Offer (there will be many)

This next step requires a bit of a leap of faith – especially if you haven't nailed down your brand.

What you want is to offer up whatever it is that your perfect audience would readily trade their name and email for.

For this Mastermind Partner Program process, you either want to showcase something that has worked for you personally to solve a common problem that your audience has. Or you can use an optin that outlines the mini-launch process for people.

We have the recorded webinar and .pdf workbook available for you to use for this purpose.

One thing to get super clear on though is that optin pages are never a one shot deal.

Your offers will continue to expand and morph and change as you get better at listening to your audience and coming up with things that will make their lives easier and their learning curve shorter.

How Marketing Systems Fit In

Marketing Systems are an awesome way to get your feet planted firmly on the ground and to keep your online traffic education primed and up to date.

We'll talk about traffic and ongoing training in the next step.

But for now just understand this – marketing systems can be a super way to create your first optin offers.

Only one caveat.

Always brand your links with a domain that you own.

This is easy to do once you have your website up. I use a file with a piece of code called a plugin to do that.

If you already have your Wordpress site installed, be sure to grab this plugin:

Pretty Link

(hint: the free version will do for now)

[wwwTheMastermindPartnerProgram.com](http://www.TheMastermindPartnerProgram.com)

Step 5 – Build Up Your List

Chicken and egg time.

This step is where the rubber literally meets the road. You need traffic to your offer to see if it even converts so you can tweak it and get optins so you have people to talk to.

Phew.

And it can be a tough nut to crack at first.

Which is where a Marketing System can come into play – and serve you very well so long as you actually use it. Which we will.

Just like Autoresponder services – there are also two primary marketing systems to pick from.

Whichever one your MPP Guide is most familiar with is linked here:

[Click Here to Learn More About the Marketing System](#)

And as I was saying earlier – marketing systems have two pretty distinct parts to them.

- Optin pages
- Marketing training

Optin pages we've already covered a bit.

Now let's talk about the value of ongoing marketing training.

The Mastermind Partner Program is not an online marketing training program per se. We're more of a "help you translate what the guru said and get it working for you in the real world" kinda place.

Yes, we do trainings and cover many of the basics, but to think that any one group or teacher is the end of the learning line is to make a huge mistake.

People who run marketing systems are the ones who are cutting edge with their "what's working now" material.

So while it's not always ideal to continuously be leaping towards the next greatest thing, it is good to have a continuous stream of teachers that you can trust to bring you news from the 'front line'.

Plus what they teach you gives you excellent fodder for current content for your website and webinars. And webinars are a critical element, as you will soon see.

[wwwTheMastermindPartnerProgram.com](http://www.TheMastermindPartnerProgram.com)

Step 6 – Brainstorm Your Mini-Launch

This next step involves coming up with some value to present to people to hold your very own mini-launch.

And don't freeze up here – we're here to help you put all of this together ☺

Before you actually DO your mini-launch, I recommend that you have at least 10 people on your list.

More is better as it increases the chances that you'll have someone tune-in who's ready willing and able to take you up on your bonus offer.

(which is coming next ...)

But there's no reason not to start dreaming up what your mini-launch will look like even before you have your first subscriber.

In fact the sooner you feel comfortable and confident that you'll have something to offer that's valuable to others, the easier it will be to invite people to your offer.

Knowing what's coming makes telling people 'what's in it for them' easier.

So here's a bit of homework.

Over the next 3-5 days, I want you to keep your eyes and ears open and make a list of 5 possible webinar themes that you could offer either alone or by inviting someone to speak.

You'll be creating a power point with the main topics and offering approximately 10 minutes of your "How You Came to MPP" story, 10 minutes of content, 10 minutes of Q&A and 10 minutes of bonus explanation.

Write your list of 5 webinar ideas here:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 7 – Write Down a Big Bonus w/ Coaching

Now it's time to put your bonus offer to paper.

The whole idea behind creating a juicy value-filled bonus offer is to reduce the investment risk of your soon-to-be Mastermind Partner to less than zero.

In other words – over-deliver in value to the tune of many times what you're asking them to invest.

Make it a no-brainer to join you.

We've developed a list of possible Bonuses – here's the link:

<http://mastermindpartnerprogram.com/bonus-ideas>

Feel free to use items from that list or whatever else you might feel would be of benefit to your perfect audience.

Shoot for 10x the value of whatever it is you're asking them to purchase.

But don't just pile things on for the sake of piling them on – we all have quite enough “stuff” clogging up our harddrives thank-you.

THE most important component that you can include in your bonus offer is personal coaching. Don't worry, there's a way to do this so it won't swallow you whole ... and ironically, 80 – 90% of the people who believe that they want one-on-one coaching won't follow through with it.

And the ones who do follow through are your best long-term partner candidates so you'll want to be working closely with them anyway.

Record your perfect bonus offer below (this is just a workspace – make it BIG and juicy!)

My Bonus Offer

Step 8 – Leverage Your Mastermind Partners

By now you've found your way into the community and have let us know you're tuned in.

You have let us know that you're tuned in right?

If not – make sure to spend the next few days adding us as friends on Facebook and generally getting familiar.

This group is your very first round of JV (joint venture) partners if you treat it right.

And by right I mean – take an interest in what others are up to, let us get to know you a bit.

Tell us that you're up to this step here in the roadmap and your feelings about the Mastermind Partner Program so far. This would be a great time to record a testimonial. Ask questions.

Stuff like that.

We're here to help you get rolling just as quickly as you can and possibly the best resource that we have (that anyone can have) is ourselves.

Assuming you do the next few steps right, we'll even promote your event for you.

Synergy rocks!

7 Ways You Can Leverage Your Mastermind Partners

1. Swipe copy from their optin and offer pages (with their blessing!)
2. Ask for help when you hit a [silly] tech roadblock – get it resolved quickly.
3. Use them as a sounding board for a new piece of content.
4. Ask them to help spread your new content around.
5. Have them attend and promote your webinars.
6. As a second pair of eyes for your marketing funnels – find the typos and bottlenecks easily.
7. Include THEIR skillset as part of your own offer when partnering with new people. (huge)

This truly is an example of the whole being greater than the sum of its parts –use it!

www.TheMastermindPartnerProgram.com

Step 9 – Pull the Trigger

Time to schedule that webinar!

At this point I highly recommend that you watch the Mini-Launch Webinar again.

There's a copy of it here:

<http://mastermindpartnerprogram.com/mini-launch-replay>

And download and print the Workbook.

You're going to put all of those pieces in place and when you have the registration link – share it with the group so we can promote your webinar.

This sounds bigger than it really is – there are a lot of pieces to it and doing it the first time it's a little tough to see how everything fits together, but ask your MPP Guide for help and get 'er dun. You can do it ☺ We can help.

(allow yourself 1 week to get all the parts together)

Here's a Basic Outline - 5 Steps to Mini Launch Your Business

1. Make a capture page
2. Schedule your webinar
3. Finalize your bonus offer
4. Do webinar
5. Set a deadline

Simple right?

Grin – I can hear you sayin' “yeah right ...not”

But it actually is way easier than it sounds and with the help of your MPP guide (and the rest of the Mastermind community), this can actually be pulled together quite quickly.

No worries. Be sure to watch the replay a couple of times and download the .pdf and then let's dive in ☺

Step 10 – Find Their Stuck Spots & Answer Questions

Now it's time to sort the wheat from the chaff so to speak. The tire kickers from the action takers.

Some call this 'closing' time

I say if you've done your bonus/deadline combination right, it's maybe 'get the right people off the fence time' ... maybe.

But that's it. No hard closing required.

Nice right?

See first rule of thumb for marketing is that you're just on a hunt for the people who want what you've got.

Next most important point (in my book) is that you never want to "sell" someone.

People who need to be "sold" need to continue to be "sold" every time it's time to make a new move.

We want raving fans.

Raving fans want what you've got and raving fans will also become your very best promoters (of you) if you stay this course I'm about to lay down.

(it's very simple)

So what do we do?

We follow-up (just check in), see what they thought of our webinar or ask about their project/website, whatever – find out (listen for!) what they need help with.

And if at all possible, we make that part of their bonus package.
Answer their questions.

Then remind them of the deadline and ask them this:

"So how do you want to proceed?" Das it.

Then it's time for you to shut up and listen. In fact most of this is about listening... and becoming a 'solutions provider'.

This is another excellent time to leverage your mastermind partners – 'cause no one can "know it all" but together we can come darn close.

Step 11 – Help New Peeps Get Settled

If this is the first time you're reading through this roadmap – or if you've not yet pulled the trigger on your mini-launch, this next sentence will seem hard to believe.

But if you've followed the steps – it's true.

Now you have a couple (or maybe even more than a couple) of new Mastermind/Business Partners.

Congratulations!

Time to help them get settled in.

Send them a welcome email and cc it to mastermindpartnerprogram@gmail.com so that we can welcome them too.

You'll find a welcome email example here:

<http://mastermindpartnerprogram.com/welcome-emails>

Basically – you want to see that they are taken care of as far as login to the member area and anything thing that you've promised in your bonus.

Plug them into the member area (there are some first steps for them to take in there) and invite them to participate in the community when they're ready.

And help them get the next thing done that they want.

One of the most useful tools I've found for identifying what this "next thing" is exactly is to have people answer a coaching survey.

There are a couple of different versions that I use, but notice that I don't even offer them up until after they join.

Transaction first, one-on-one coaching second.

This is because the minute you start reading and taking on the concerns of someone else, the coaching process begins. And coaching others takes time and energy and brain power that is precious and finite.

Use it only on those who have truly raised their hand and shown that they are committed.

This is a business.

And at the end of the day - in business - transactions are the only sign of commitment that actually counts.

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Step 12 - Rinse, Refine and Repeat

You did it – awesome!

Now let's keep the momentum going and do it again 😊

You now have experience to build on and if your recording turned out okay, you also now have a leveragable piece of content.

So cool!

Seriously – there's a rhythm here that you can get into if you work through this process a few times.

First time through, your heart will race and you'll wish you'd done a ton of things differently.

No doubt.

Happens to everybody – there's no way around it so don't even sweat trying to be 'perfect' out of the gate.

What they say about showing up really is true.

“Eighty percent of success is showing up.” - Woody Allen

Beginning and taking action are THE most important thing.

Just do it so you can then do it again better.

To Your Success!

Raena Lynn

Your Mastermind Partner

PS. If you don't have access to all of these links – it just means that [you haven't partnered with us yet.](#)

Notes