



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

[www.MastermindPartnerProgram.com](http://www.MastermindPartnerProgram.com)



## Intro

Hi and welcome to your Mastermind Partner Program Roadmap!

My name is Andrea Goodsaid.

After years of teaching newbies online, coaching private 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) and my passion (you're making) into a wonderful funnel—really a community that acts as a leadership incubator—which leverages not only my own skill sets 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 partner-preneur (just dreamed up that word—it fits perfectly)—we shall see if it sticks lol) 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 alternative solutions to Lifestyle Design.

I am personally fulfilled and always energized when I see others making forward progress toward their own “Perfect Days” and it fills me with the hope that I can be empowered or inspired by 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 together or e-charge with each other—when ever we want.

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

Ready? Let’s begin.

I appreciate you!

*Andrea Goodsaid*

“Success leaves footprints...”

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## Step1–GetYourBearings

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Itreallyisajourneyyouknow–thislearningabo  
figuringoutwhat/whoisourniche... utonlinemarketingthing–

Ultimately–whoweare,what’sreallyimportantto  
thisworldiswherewehavetogotodothiswella usandhowwewanttoBEin  
ndhappily.

Butthat’swaxingalittledeepstraightoutofthe gate–lol.

Let’sstartwithsomebabysteps ☺

Thisroadmapwillwalkyouthrough oneprocessofattractingnewcustomersand  
partnerstoyourself.Youwillalsobeexposedtom anyothersintheprocess.

Tuckthemawayforfuturereferenceandresistbein gsidetrapped.

You’regoingtoneedsomethingofvaluetosharefo rSteps4-6(noworries–it’s  
probablyalreadyinsideyourhead–oronyourhard drive),sokeepyoureyes  
opentothepossibilitieswithoutgoingdownrabbit holesasbestyoucan.

Thisisaprovenprocessandwillgetyouwellprac ticedandpositionedfordoing  
businessonlineingeneral.Nomatterwhatbusiness you’rein,whatinterestsyou  
choosetopursueorevenhowyoudecidetomarketo nlineintheend.

Thisroadmapisabuffetofsidedishesthatsuppor tasingle(first)entrée.

It’sabeginning.

### GettingYourBearingsInsideOurMemberArea

Bynowyoushouldhavereceivedawelcomeemailfro mthepersonwho  
introducedyoutotheMastermindPartnerProgram(a ka.your‘MPPGuide’and  
havealloginforthispage:

<http://mastermindpartnerprogram.com/login>

Ifyoudonothavethatyet–pleaseconnectwith hepersonatthetopofthis  
ebookandhavethemccanemailtomastermindpartne rprogram@gmail.comand  
myassistantorIwillgetthatsetupforyou.

Loginandfindyourwaytothewelcomemessagewher eyou’llfindacoupleof  
immediate“thingstodonext”steps.

AndjoinusinourInnerCircleassoonasyou’rea ble.

Seeyouinthere!

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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.

It's not 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 missing 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. Why personal branding online is so very important.

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Wednesday, June 8, 2005

### On Becoming the 'Go To' Guy

#### Become the 'Go To' 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 a point 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 then 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 'Go To' 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 anyone company... leave your options open.
- Make every marketing effort that you put forth some thing 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!  
Andrea

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We on the same page now?

Cool.

## Step3–SetUpYourFoundation

Okaysowe'regonnabrandourselves.

HavingaWordpresswebsiteisthemostpopularway tobuildthefoundational hubofthatbrand.

(noworries,yourMastermindPartnerbonusesinclud ea3monthaccess packagetomymembershipsite [www.bizbloghelp.com](http://www.bizbloghelp.com)-seethispagefor details):

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

Andwe'regoingtoneedafewthingsinhandtobe abletobegin.

1. adomain
2. hosting
3. awordpresstheme
4. apictureofyou
5. anautoresponder

Solet'sstalkalittlebitaboutwhateachofthese are.

### YourDomain

Adomainissimplyanaddressonline.

Inthiscase,it'sanaddressonlinewherepeoplec angotofindmoreaboutyou.

Youbuyadomainfromaregistrar—itwillcostyo uappx\$10/yeardependingon wheretheyouseeit.

MostpeoplepurchaseheirdomainthroughGodaddy. Whichworksfine,though you'llquicklytireoftheirrelentlessupsells...

IuseacompanycalledDynadot(<http://www.dynadot.com/>).

Whatyou'regoingtodoispurchaseyournameasa domain. ie. [www.yourname.com](http://www.yourname.com)

If *yourname.com* isnotavailable,consideravariationlikeoneof these:

[www.yournameonline.com](http://www.yournameonline.com)

[www.whoisyourname.com](http://www.whoisyourname.com)

[www.wealthwithyourname.com](http://www.wealthwithyourname.com)

Somepeopleaddintheirmiddleinitial..

Yougettheidea—hoponovertothecommunityor powwowwithyourMPP Guideifyou'dliketokickideasaroundbeforepur chasing.

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## Hosting

So what is hosting exactly?

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

ace where your website files

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.

osting account. Cpanel is just a ccess your files. It's the

Some companies (like Godaddy for example) 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.

own proprietary shosting can be f the running all together.

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

sa strong possibility that you t's worth asking your provider.

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

time to get one.

[Click to Order Cpanel Hosting](#)

## 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.

avigation of your site.

It's super important to work on a stable platform – not all coding is created equal. Some of us have arranged for free access to Woo Themes for all of our members.

not all coding is created equal. allof our members.

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

ay to begin.

Go to this page to request your free Woo Theme:

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

There is also a paid theme option that many of us wear by. If you would like to sprint a head 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):

wear by. If you would like to nctionality and versatility, you'll t to host your own optin

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

[www.MastermindPartnerProgram.com](http://www.MastermindPartnerProgram.com)

## **APictureofYou**

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 a picture 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 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 in side 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](#)  
[Click Here to Use Getresponse](#)

## 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 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 curves 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 program 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 bolt on piece of code called a plugin to do that.

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

[Click Here to Download the Custom Link Plugin](#)

(hint: the free version will do for now)



## 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 to 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 powerpoint 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 hard drives 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

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## 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 room and your feelings about the Mastermind Partner Programs 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 our selves.

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 opt-in 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 bottleneck easily.
7. Include THEIR skill set as a 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!

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## Step9–PulltheTrigger

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 groups 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 done. 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

Simpler right?

Grin—I can hear you say in'....“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.

Now 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 and the action takers. ospeak. The tire kickers from

Some call this 'closing' time

Isay 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.

Nicer 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 the 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](mailto: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 logging into the member area and anything 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 talking on the concerns of someone else, the coaching process begins. And coaching together takes time and energy and brain power that is precious and finite.

Use it only on those who have truly raised their hands 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 you're recording turned out okay, you also now have a leveragable piece of content.

ording turned out okay, you

So cool!

Seriously—there's a rhythm here that you can get process a few times.

into if you work through this

First time through, your heart will race and you'll differently.

wish you'd done a ton of things

No doubt.

Happen to everybody—there's no way around it so be 'perfect' out of the gate.

don't even sweat trying to

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!

Andrea Good said & Darlene Davis

*Your Mastermind Partners*

PS. If you don't have access to all of these links [partnered with us yet](#).

—it just means that [you haven't](#)

Not certain we're a good match? Best way to tell is a certain book at your disposal.

to double check that you have

[You can learn more about it here.](#)

# Notes