

Sheri McConnell Companies, Inc.

2009 Online Mastermind Group
The Ultimate “Learn To Leverage” Mastermind
A Free Webinar Preview Call

The 2009 Online Mastermind Group

- Exclusive **2009 Online Mastermind Group** specifically created for women writers, authors, coaches, and entrepreneurs of all levels!
- For 12 months, I will teach you exactly what you need to know to **grow a business online** in 2009. This *affordable* monthly program includes a lot. I specifically designed it so entrepreneurs at all levels could take advantage of the collective wisdom of the “mastermind”.
- You get **monthly training calls, monthly Q & A calls, CDs, and Transcripts of each call!**
- And a few surprises along the way too!

1. How To Create a Timeless and Focused Marketing Plan for Your Business

- This month you will learn my marketing method I developed to help my coaching clients stay on track all year long. I will also provide a visual mindmap to help you all year long.
- I will teach you:
 - Why and how to filter your ideal customers–this step alone is the key to making six figures.
 - How to organize your marketing and schedule ongoing sales, launches, and follow-up.
 - Why conversion is so important.
 - The correct way to convert subscribers into loyal customers.
 - How to utilize current marketing theories that already exist, such as SWOT, Marketing Funnel, and the P's of Marketing.
 - How to systemize and take advantage of automation and the natural selling cycles.

2. How To Create Passive, Income Generating Information Products

- This month you will learn how to create your own advances and get paid to create information products.
- I will teach you:
 - 5 different types of information products that “information hungry” target markets love in detail.
 - Latest technologies available that allow you to not only create the product virtually right on your computer, but they will do your fulfillment too.

3. How To Build Your Most Important Asset... Your List

- This month you will learn over a dozen time tested and proven strategies to help you build your list quickly. Time and time again, my clients forget that success on the Internet is about providing high-quality information, solving problems AND the list size.
- I will teach you:
 - How to create a plan.
 - Five easy strategies you will implement right away to grow your list.

4. How To Strategically Use Social Networking Sites Such As Facebook, Linked In, My Space, and Twitter

- This month you will learn how and most importantly why you **MUST** start using social networks to connect with industry leaders and your current and potential clients.
- I will teach you:
 - Optimizing social networking sites, such as Facebook, LinkedIn, MySpace and Twitter.
 - How to use social networks strategically to extend your brand.
 - How to funnel thousands of new leads into your business funnel each and every quarter.

5. How To Create A Very Profitable Internet Launch for Your Information Product or Book

- This month you will learn exactly how to create your very own one day information product or book launch.
- I will teach you:
 - How to set up your product or book launch.
 - How to generate thousands and tens of thousands dollars of income.
 - How to get new leads for you and all your partners.
 - Step-by-step checklist so you don't leave out one detail during the set up of your launch.

6. How To Create Your Own Certification Program To Generate Additional Income and Extend Your Brand for Years To Come

- This month you will learn how solo online entrepreneurs can also benefit from building and creating a certification program within their company.
- I will teach you:
 - What are the benefits of creating a certification program for your ideal clients.
 - What steps should you consider as you plan and design your certification program.
 - What benefits should you include in your certification program.
 - How to produce additional long-term revenue streams from your certification program.
 - Should and how do you create an application process.
 - How do you market your certification program.

7. How To Build Your Own Virtual Team and Keep Your Team Intact for Years To Come

- This month you will learn how to find, build, and manage a virtual team.
- I will teach you:
 - Manage my team's personal phases.
 - Set team deadlines.
 - Create a team visions.
 - How to project your monthly virtual team budget and cover it so even during lean times you can afford your team and still have money to pay yourself and put back into the company.
 - My list of do's and don'ts.

8. How To Approach, Create, and Solidify Long-Lasting Joint Ventures

- This month you will learn exactly what to do when approaching joint ventures on the Internet. All successful businesses are built on thriving relationships—on and off the Internet.
- I will teach you:
 - The “leverage pieces” you must have in place before you approach future partners.
 - Over a dozen ways to partner quickly and easy, yet create solid relationships that are a win-win for years to come.
 - What red flags to look out for as you get more successful and start to attract more and more joint ventures.

9. How To Know Which Publishing Options Are Right for YOU

- This month learn about the current state of the publishing world and hear the view from someone who comes in contact with thousands of published authors every year and knows there is more than one path to become a successful author. Learn what your publishing options are and make a choice based on the path that is right for you based on your personality, strengths, and weaknesses.
- I will teach you:
 - Six pros and cons of traditional and self-publishing.
 - Nine questions you should ask yourself before pursuing the traditional route and the self-publishing route.
 - What is a ghostwriter and should you use one.
 - What is a book proposal and when “I think” you should do one.
 - Nine do’s and don’ts when preparing your book proposal.
 - Bonus: We will also include a copy of the Self Publishing vs. Traditional Publishing Questionnaire with your transcript.

10. How To Double or Triple Your List Size With A Virtual Event

- This month learn how to double or triple your list size with a virtual event.
- I will teach you:
 - How to create solid joint ventures with your speaking experts.
 - If the event should be free or paid when using it as a list grower.
 - What two things must you include in your marketing to double or triple your list size.
 - What are the long lasting benefits of doing a virtual conference/telesummit.
 - What is the best structure for your event for optimal list growing results.

11. How To Develop Your Intuition and Empower Yourself To Take Risks

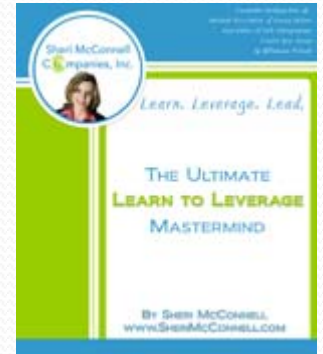
- This month you will learn my process for developing your intuition.
- I will teach you:
 - Why getting back to nature is so important.
 - How to begin to trust yourself.
 - An effective way to block out negative thoughts and people.
 - The most important technique for developing your intuition.
 - Plus much more!

12. How To Use Visual Tools To Set Goals and Stay On Track

- This month you will learn about many of the visual tools I use to manage my team, keep my family and personal lives balanced, run four companies, and still find time to meditate and exercise at least 4 or 5 times a week!
- I will also share my “custom” planning templates I created out of necessity and also share my favorite tools that have helped me achieve monumental financial growth.

Monthly Open Q & A Calls

- Following the training calls each month, we will open up the phone lines once again to take your questions. These 80 minute Q & A calls will only be open to members of this group.
- You'll also receive all of the following each month!
 - **CDs of all Calls**
 - Each month, you receive **CDs of each training call and each Q & A Mastermind call.**
 - **Transcripts of the Calls**
 - Each month, you receive **Printed Transcripts of each training call and each Q & A Mastermind call.**
 - **A Binder and CD Sleeves**
 - In your first month, you will also receive a gorgeous **binder & CD sleeves** to hold the Online Mastermind Group Curriculum for the entire year.



Cost of the 2009 Online Mastermind Group

- **\$97 per month for 12 months**
- Take advantage of this **Early Bird Price** and save \$360 for the entire year!
- *After December 1st, the price will go up to \$127 per month.*

Ready to grab your spot in this program?

- Click [here](#) to make your first month's payment: \$97 (Early Bird Price!)
- You will authorize Sheri McConnell Companies, Inc. to bill your credit card for 11 more monthly payments of \$97 starting on February 1, 2009.
- Sheri McConnell Companies, Inc. also provides a Mastermind Retreat Program, click here for more information on our [2009 Mastermind Retreats](#).