What does every

successful

LIVE Event

have that those who

fail

or struggle

do not have?

A successful BOS -

Business Operating System

Dear Reader,

LIVE Events can transform a business from an average business to an extraordinary business. When an event is done properly we will impact a large number of people with a minimal amount of time, energy and financial investment.

When ***LIVE*** Events are done right, they will help you earn more money, work less hours, have less stress and have greater life balance in every area of your life. We trust that our decades of worldwide experience will bring you insight, ideas and most of all the motivation / disciplines to follow through, to take action on something that you learn from this white paper.

We trust that you'll enjoy this white paper so much that you will pass this along to other businesses which may benefit from either partnering with you on your ***LIVE*** Event and/or could build their own successful events as well.

If you have any thoughts, insights, or questions please feel free to give me a call any time. Enjoy!

Sincerely,

Life Masteries Institute

www.TheVisionProject.net
888.789.7878

White Paper

Successful LIVE Events

BOS - Business Operating System

Version 2.00

Purpose

To help business owners, leaders and sales professionals maximize ***LIVE*** Events to generate more and better business in less time with less effort.

A Question . . .

If someone were to ask you "Why do you think that McDonald's is one of the most successful franchises in the history of the world, what would you say?

The Answer . . .

McDonald's is what is called a formatted franchise. What this means is that they have a very specific system for everything. Think about this, a franchise owner will invest over one million dollars and then they won't get to have ANY say into how they salt the fries.

We will work very hard in this white paper to share with you concrete, absolute things you MUST do, to have the most successful event. We will use this special symbol to show when something should not be deviated from.

Highlights / MUST DOS

1. Ask key questions from every attendee every time.
2. Follow up with each individual's biggest challenge.
3. Connect your product/service to their problem.

In a way doing ***LIVE*** Events aren't hard . . . and in another way it's very challenging to do them right. What's interesting is that one small tweak in your process can double your results.

Having checklists are critical to the success of any event. Ideally you will be doing events on a consistent basis and with each event and tweak to the checklist, your event will become more successful and profitable.

NOTES

Write down the MUST DO's For You . . .

This is the engine that runs our business. We earn the money we earn, we work the hours we work, we have the stress in our life that we have and the balance in our lives we do or do not have . . . BECAUSE of the BOS that we have installed and are running as a team. If we have and use great systems then our lives will be great.

IT'S ACTUALLY PRETTY SIMPLE!

Every business should have a BOS - Business Operating System. The business side of the BOS is The 5/30 Grid. If you have installed The 5/30 Grid in your business then you'll be able to leverage that same system in building the success/profitability for your LIVE Event.

Area 1: Marketing - Database targeted to get people to the event.
Area 2: Pre-Sales - Someone says I'm interesting in attending.
Area 3: The Sale - Someone registers, says "Yes"
Area 4: Servicing - Individual attends
Area 5: Client For Life - Continues to attend and invites others

GREAT QUESTIONS TO ASK ABOUT OUR LIVE EVENTS! Use The 5/30 Grid for every LIVE Event!

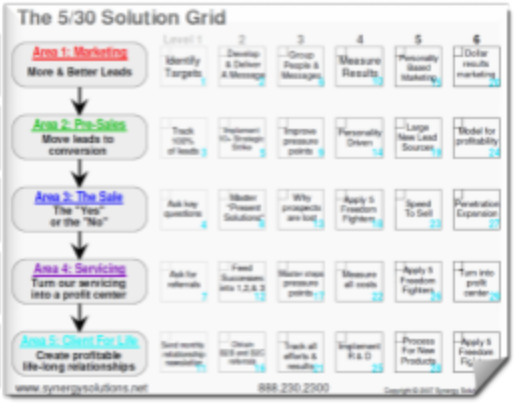
How do we generate more and better leads for our LIVE Event AND how do we generate leads for our business all at the same time?

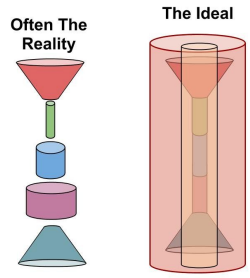
How do we get those who "raise their hands" with interest to attend our LIVE Event to actually attend?

How do we get butts in the seats, get them engaged, excited and motivated AND how do we turn that into NEW added business?

How do we inspire and motivate people, once they attend to take action on what they learn, attend every event AND bring others with them?

How do we create "Relationships For Life?" How do we get people engaged and get them to bring their networks of professionals as well?





Area 1: Marketing If we have the right BOS in place, we will have the RIGHT Quantity and Quality of people attending our LIVE Event.

Area 2: Pre-Sales Once someone "raises their hand," do we have a system in place to follow up with them to insure they actually attend? Do we have a system to determine how strong of a prospect they are and if they are very strong, do we have a system to follow up prior to their attendance?

Area 3: The Sale Once someone registers we consider this saying "Yes" and if someone says "No," do we have a system in place to help them to reconsider?

Area 4: Servicing When the individual actually attends do we have a process by which we are able to create a RAVING FAN experience to not only get them to come back, but to invite others to attend as well?

Area 5: Client For Life When someone continues to attend and invites others to attend, volunteers to participate, and really plugs into the event that is when we know we have a "Client For Life."

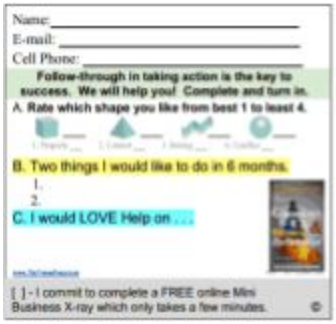
Life Masteries Institute & Network

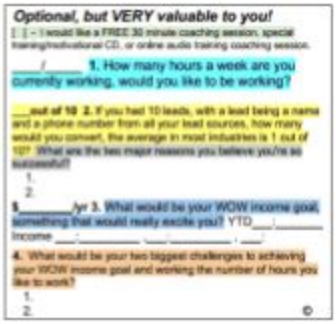
The network of professionals within Life Masteries Institute is pretty amazing. There are individuals from all walks of life, all types of professions, young and more experienced, CEO's of worldwide organizations, business, community and pretty much anything else you can think of.

Many individuals and companies license their IP - Intellectual Property to Life Masteries Institute as a distribution center to our vast network of professionals. In addition to gaining access you may share your IP, either complementary or for a fee, with others throughout the network.

The MAGIC, it seems, is to have a group that comes back month after month or week after week to impact them directly in their lives by asking them **"What is the biggest challenge you are facing in any area of your life"** and/or **"If someone could help you in any area of your business / life what would you love help on?"**

There is a 3x3 card which covers what we call a level 1 and part of a level 2 "Examination" which is getting key questions / information from each attendee.
http://www.TheVisionProject.net/3x3.htm


Name:_____
E-mail:_____
Cell Phone:_____
Follow-through in taking action is the key to success. We will help you! Complete and turn in.
A. Rate which shape you like from best 1 to least 4.
B. Two things I would like to do in 6 months.
1.
2.
C. I would LOVE Help on . . .
[ ] - I commit to complete a FREE online Mini Business X-ray which only takes a few minutes. ©


Optional, but VERY valuable to you!
[ ] - I would like a FREE 30 minute coaching session, special training/motivational CD, or online audio training coaching session.
_____/_____ 1. How many hours a week are you currently working, would you like to be working?
___out of 10 2. If you had 10 leads, with a lead being a name and a phone number from all your lead sources, how many would you convert, the average in most industries is 1 out of 10? What are the two major reasons you believe you're so successful?
1.
2.
$_____/yr 3. What would be your WOW income goal, something that would really excite you? YTD___/_____
Income ___/_____ ___/_____ ___/___
4. What would be your two biggest challenges to achieving your WOW income goal and working the number of hours you like to work?
1.
2. ©

The 3x3 cards are designed to gain valuable information to quickly assist you in knowing how you can best help that attendee in their business and / or life.

When we help people in specific and measurable ways each and every month, we get them to come back and invite others. Another option is to have attendees, while they are at the event or prior to the event, go online and complete a survey. There are many surveys to choose from.
http://www.TheVisionProject.net/LCS.htm

There should be a registration sheet where every attendee signs in and writes down what their biggest challenge is that they would like the group to assist them with.

This does a number of things which brings value and benefit to the attendee as well as the group. For the attendees it brings to the top of their mind their biggest challenge, their pain, which then makes them more aware that they can discover the solution to their pain at the event in what is being shared.

http://www.TheVisionProject.net/ICED.htm

For the sponsor(s) the fastest way for you to turn every attendee into additional business opportunities / more dollars - less time worked - less stress and greater life balance is to build a bridge between your products/services, your partnership and how you will help the attendee to overcome their challenges / problems.

You are the bridge from where they are to where they want to be!

DO NOT ALLOW the following pages to overwhelm you. Think of it like a library with a lot of books and you get to choose which book you desire to read / work with your group. If you have an established group you may select two or three of the topics you believe to be the best and then give them an option OR you it may be better for you just to make a choice and then move forward.

It's really much less about the topic being discussed than it is about solving their biggest challenge / problem which will bring them back. Great topics just make it easier and more natural to help.

Talk with your executive coach to assist you in picking the very best event to offer to your clients, referral partners and / or community.

Questions . . .

630.393.9909

What if . . . there were a system, already developed, where you did not have to, reinvent the wheel for seminars / LIVE Events and all you had to do was plug your own vision, passion, talents and network in to see success?

Life Masteries Institute is a 501c3 non profit organization and have done that very thing for you through Mastermind Seminars.

MASTERMIND SEMINARS

http://TheVisionProject.net/LiveEvents.htm

Mastermind Seminars will help you tap into your local community to leverage all the major influencers within your community to bring a large amount of economic benefit to both community based organizations as well as businesses. They will help you because you'll help them.

Imagine . . . getting the mayor of a city to endorse you and use their entire network to connect you to key businesses and community leaders. Imagine . . . groups like the chamber of commerce, banks, places of worship and even groups like Rotary International to open a lot of doors to a lot of people.

Sound too good to be true? Check out some of these testimonies - http://TheVisionProject.net/LiveEvents_moretest.htm Actually the concept is very simple . . . "When we help the local community to see greater economic activities then the community will help us see greater success. When we help groups of people see success then those groups will help us to see success."

When we're involved with Mastermind Seminars we do everything that this white paper promotes in building BOS - Business Operating Systems for both community based organizations as well as businesses. As we help them they help us!

Are you looking for new sources of income? Do you feel, at a deep level that you're not achieving your full potential? Are you bored with what you're doing and / or maybe are not tapping into all the gifts and talents you possess?

When we participate at the CORE Level for Mastermind Seminars we are able to tap into Mastermind Partnerships. Mastermind Partnerships (MP) are designed to help everyone who attends a Mastermind Seminar (MS) achieve their goals in a very specific fashion.

MASTERMIND PARTNERSHIPS

MS's are lunch and learns which are held once a month and give individuals invaluable advice, training and tools to help achieve personal and professional goals. The challenge is . . . for most people if there is not additional resources available and accountability through a mastermind group which meets weekly either in-person or over the phone and through webinars.

There are many ways of monetize your participation in Mastermind Seminars and Mastermind Partnerships will help you do that in a much more systematic way.

Various Opportunities To Earn Money & Gain Freedom

- Earn more money in whatever fashion you are earning money now.
- Network with other business owners / professionals to gain access to their networks and their business opportunities.
- Learn to become a facilitator of weekly mastermind groups and earn an extra $900 to $7,200 a month, or more, by working a few hours a week.
- Become certified as a MSP - Marketing Solutions Provider and position yourself to design and implement BOS - Business Operating Systems for any business, anywhere in the world.
- Start your own Virtual Assistant business and work when you want, with whom you want, the hours you want from the comfort of your own home.
- Become a certified ActionVision business / life coach.

If you would like additional information please watch a short 14 minute video and then provide a few pieces of information.

http://TheVisionProject.net/LiveJoinStart.htm

Starting a LIVE event? - Community / Business Partnerships

Community / Business Partnerships

Tom Kunz, most recent past President of CENTURY 21 helped to build this system. Tom managed the largest real estate franchise in the world and also helped raise over 100 million dollars for Easter Seals. This is a twelve month program where you partner with a community based organization to raise money for an amazing cause and that cause assists you to gain media attention, put butts in the seats, and adds a "something bigger than us" or "Pay It Forward" type of perspective to the event which is very powerful.

http://TheVisionProject.net/CBPbook.htm

BOS - Business Operating System

This is a very popular session and can be taken many different directions. One can focus on Personality Masteries, which is so much fun and draws people in, or The 5/30 Grid, or both. Very easy to focus on one of the five areas each month or a group could take on one box a month.

http://TheVisionProject.net/Process_3.html

The Golden Triangle

This workbook has over 100 pages which drills into the six cornerstone boxes within The 5/30 Grid. Take ten pages a month and you'll have a whole year of quality material to change the way you do business with those who attend.

http://TheVisionProject.net/GoldenTriangle.htm

The Secret About Time

Have you ever meet someone who had too much time? Someone who said they had an extra 20 hours a week of time said: "I have an extra 20 hours a week of time that I don't know what to do with." This simple white paper is a quick and easy read and then you can take the ten videos and use one of them a month to discuss and draw people in.

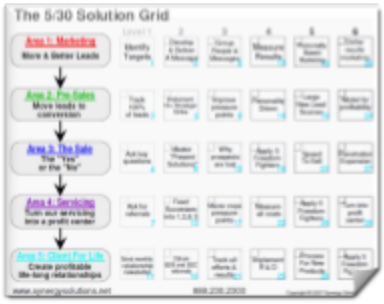
http://TheVisionProject.net/SecretAboutTime.htm

Profitable Partnerships

Every business owner wants to have profitable partnerships but few know how to actually do this. This 14 session series could go for a full year with your LIVE Event. It is a great way to get people engaged, talking, and most important, working together with you to build your businesses together.

http://TheVisionProject.net/Profitable_Partnerships.htm

10 Months To Freedom



This powerful yearlong program is designed to assist you in helping your group to install the 5/30 Grid in their businesses. When we help others build their business, their businesses will grow and as their business grow our business will grow as well.

Please call: 630.393.9909

Prospect Conversation System

What company / sales professional doesn't want to convert more of his / her prospects to clients and do so faster? This eight month program will help you to help those around you in converting more of their prospects to clients which is not only good for them but also for you as well.

http://TheVisionProject.net/PCS.htm

Sales Success

Would you and a group of business owners / sales professionals value from learning how to not only improve your sales skills but actually set up a system which will "sell for you, even when you're not working?" This 14 month program will help you and your network take yourselves to a whole new dimension in success through sales.

http://www.TheVisionProject.net/Sales_Success.htm

Leadership Roundtable & Integrity Leadership

If you would like an event where you don't even have to do a presentation but just lead up a Q&A this may be the 12 month program for you and your team. If you are looking to target other business owners and / or high level leaders, i.e. individuals who have influence, this session will rock your life as well as those around you. There is a LIVE webinar month where world wide thought leaders come together for 30 minutes and give specific input on the challenges that leaders are facing today AND share how to solve things at the core level rather than just the surface.

http://www.TheVisionProject.net/IntegrityLeadership_Undercover.htm

10 Months To Recruiting Masteries

Do you want to gain access to companies and their employees in order to introduce your professional services as well as others in your network? Owners and HR Directors love this 10 month series as they know the cost of not hiring the right person or not bringing on the right person in the right way.

NOTE: All the following have seven lessons which can be run for seven to twelve months which seems to be an ideal time to run a group.

Partner With CPA's

Have you ever thought that partnering with CPA's would be a great idea, but didn't have any idea as to how to pull it off? This book is focused on not only CPA's, but on any business which would like to Unlock Your Client's full potential. Invite only CPA's or better yet . . . invite everyone who would like to learn how to partner with CPA's and then have them invite their CPA to attend.

http://TheVisionProject.net/Unlocking_Your_Client.htm

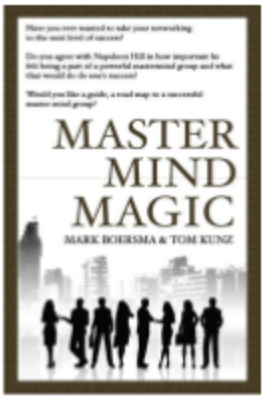
Massive Profits From Employees and VA's (Virtual Assistants)

Do leaders / owners realize that many, if not most, of their problems they face can actually be traced back to a weak system in interviewing - hiring - training and mentoring of employees. Yes this can be the case due to weak sales, weak quantity / quality of leads, weak servicing, weak referrals, low employee morale, conflict, low quality and / or quantity of work being completed, things being out of control and things being boring. Yes, all these things could be happening at the core level within our companies and anything less than addressing the issue at the core will only fix things on a temporary basis.

http://www.TheVisionProject.net/MPmain.htm

Great Example - http://www.TheVisionProject.net/DixieSandersTeam.htm

Mastermind Magic



In "Think And Grow Rich" by Napoleon Hill, he shares the value of masterminding with other top professionals. This book will give you the 4 Steps To Great Leadership in developing and running a mastermind group. We'll also learn the 5 H's to achieving success not only in a mastermind group but also in life.

http://www.TheVisionProject.net/MMMbook.htm

Using Technology & Media To Reproduce our Success

Do you ever feel like you own a job rather than a company? Do you ever feel like everyone needs you, even though you have very capable people who can help others? Do you have a challenge with delegation and getting others to plug in to what they should be doing? Do you feel you should be earning a lot more money for the work you're doing? Are you working too many hours? Do you have too much stress? Is your life out of balance? If you answered "Yes" to more than three of these things, then this session may be the perfect one for you and the group you will be leading. Through Personality Masteries, The 5/30 Grid, and Natural Laws we will learn how to reproduce ourselves and those who are successful around us.

http://www.TheVisionProject.net/SSTechbook.htm