

3-22

**Yes! I want More Clients, More Production
and More Time Off!
Please Accept My RUSH Application!**



I Understand I will receive All of the following benefits of the Market Domination Implementation Program:

- **One Webinar Per Month**
 - Fast Implementation of a **specific strategy that will increase sales and traffic**
 - **Overhaul of your advertising and marketing pieces**
- **Marketing Pieces Already Done for You**
 - **Marketing Pieces, Ads, Promotions and Scripts That Are Proven To Bring Clients Into Your Practice...ALL DONE FOR YOU!**
- **Systems and Programs That Puts Your Marketing on Autopilot**
- **Bonuses:**
 - **Big HUGE Bonus #1. Speed In A Can**
 - **Big HUGE Bonus #2. Tormented by the Witch**
 - **Big HUGE Bonus #3. 7 Hidden Psychological Secrets to MAXIMUM Sales**
 - **Big HUGE Bonus #4. Fundamentals of Direct Response Marketing Webinar**
 - **Big HUGE Bonus #5. Ethical Cult Marketing Webinar**
- **VETO Your Biggest Competitor**
- **Email Mastermind Group**
 - **Share and mastermind with financial planners across the country**

Over
Please

**Confidential Application For Membership in the Marketing Guru's,
Instant Success "Marketing Domination" Implementation Program**



YES! Please Let Me into The *Instant Success "Market Domination"* Implementation Program.

Due to limited number of memberships we can accept, it is highly recommended that you fax or FedEx your completed application immediately to be considered for this program.

To SUBMIT APPLICATION:

Fax: (716)633-1333

You need a cover page to my attention, and you should call me at (716) 908-3164 right after faxing to make sure I got it.

Fed Ex: Seth Greene, 6631 Main Street, Williamsville, NY 14221

Please take care to answer *every* question to the best of your ability. In order for me to fairly determine your compatibility with the Marketing Domination Implementation Program, thorough and complete answers are crucial.

Step 1: Read through the accompanying letter to understand the scope and nature of the program

Step 2: Complete the application and FedEx or Fax back. Due to the increasing demands on our time, I am limiting the number of new members in the program. I want to truly help them receive the "Fast Track" to Results with my personal, step-by-step help.

Date: _____ Office Phone: _____ Home Phone: _____

Applicant is owner of the financial planning practice

Applicant is *not* owner of practice, please explain: _____

Name of Applicant: _____ Name of

Business: _____

Spouse Active In the Business? _____

Practice Address: _____

Cell Phone: _____ Fax: _____

Email Address: _____ Web Site: _____

Note: This is an "implementation" program for **Qualified members only**. Please understand that non-acceptance into the program is absolutely no reflection on any individual or company. Our aim is to create a program that will truly help financial planners get "fast" results. So we need Planners with similar goals, ambitions and attitudes. The information you supply will help assure your highest level of success if you are chosen. Seth **will personally call to discuss the program with the top qualified applicants.**

___ I have written financial & business goals or ___ I would like to develop goals (and a *system* to *achieve* them)
 ___ I am open to trying just about any Strategy that Seth suggests
 ___ I would like to learn how to raise my prices without the fear of losing customers and revenue
 ___ I am now regularly taking lots of long weekends, vacations, or other time off to spend with family, hobbies, “Rejuvenate myself”, and enjoy LIFE to the fullest!

On the **RIGHT HAND SIDE** Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant to 5=Very significant. **ALSO, ON THE LEFT SIDE**, number the eight most important items to you 1-8, 8=most important of all.

<u>No.</u>	<u>Ranking</u>				
___ Advertising effectively	1	2	3	4	5
___ Generating sufficient QUANTITY of clients	1	2	3	4	5
___ Controlling cost of advertising, client acquisition	1	2	3	4	5
___ Client retention	1	2	3	4	5
___ Stimulating repeat business from clients	1	2	3	4	5
___ Stimulating referrals from clients	1	2	3	4	5
___ Clarifying my USP, Positioning, Marketing Messages	1	2	3	4	5
___ Taking advantage of new opportunities, technologies	1	2	3	4	5

On the **RIGHT HAND SIDE** Please rank each of the following business and financial-orientated items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant to 5=Very significant. **ALSO, ON THE LEFT SIDE** number the six most important items to you 1-6, 6=most important of all.

<u>No.</u>	<u>Ranking</u>				
___ Finding time to implement	1	2	3	4	5
___ Getting employees and/or associates “on board”	1	2	3	4	5
___ Hiring/ training/managing employees	1	2	3	4	5
___ Setting, selling and commanding premium	1	2	3	4	5
___ Taking a satisfactory amount of time off	1	2	3	4	5
___ Having a long-term retirement/exit strategy	1	2	3	4	5

LIST 5 BOOKS THAT HAVE HAD A PROFOUND IMPACT ON YOUR LIFE, AND DESCRIBE THE MOST SIGNIFICANT INFORMATION AND IDEAS GAINED FROM ONE OF THEM:

- #1: _____

 #2: _____

 #3: _____

 #4: _____

 #5: _____

DO YOU REGULARLY OR FREQUENTLY USE:

Direct-Mail	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Broadcast VOICE	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Web Site	<input type="checkbox"/> Yes	<input type="checkbox"/> No
E-Mail	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Print Media Advertising, Local	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Radio/TV Advertising, Local	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Publicity/News Releases, Local	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Newsletter	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Personal Networking	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Tele-Marketing	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Currently how much money do you spend or budget for advertising a month? _____

DESCRIBE 3, 4 OR 5 MAJOR GOALS YOU ARE WORKING TOWARDS:

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

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATE NEW BUSINESS FOR YOU? _____

HOW MANY MARKETING STRATEGIES OT SYSYEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING IT RENEWABLE INCOME AND/OR STIMULATE REFERRALS? _____

Tell us about those marketing strategies that are working for you: _____

If you are chosen, specifically what do you hope to get out of your "Market Domination" Membership?

Please tell us why you believe that you and your practice would be candidates for the Market Domination Implementation Program:

(Continue of the back if needed)

Practice Information:

___ Number of years as a financial planner ___ Number of full time staff ___ Total number of staff

Our Customer Relationship Management Software is: _____

___ Average number of days you work each week

___ Number of vacation weeks you'd like per year

___ Average number of hours you work each day

\$ _____ Trailing 12 month gross production

YOUR SCHEDULE:

Number of hours you work, average week _____

Number of hours you'd prefer to work, average week _____

% of work time you rank as productive _____

No. of hours per week you work "on" vs. "in" your business _____

No. of weeks of vacation taken: 2004 _____ 2005 _____ 2006 _____

No. of weeks of vacation you'd prefer taking: _____

READINESS ASSESSMENT:

Rank yourself in desire to make Quantum Leaps in the next 12 months: (mark one)

___ Very serious; I'll do anything to reach my goals

___ Somewhat serious; I'm pretty happy where I am at, but always looking to improve

___ Somewhat serious; I'm just not much of an implementer

___ Very little desire to make Quantum Leaps in my store

If I could help you make yours more a "perfect world" what three changes would you like to make?

What is THE number one thing most likely to awaken you in the middle of the night in a cold sweat?

(Could be business, personal or financial, etc.)

REFERENCES: Please list 3 financial advisors or wholesalers that know you well, with *phone numbers* who we can contact to determine your acceptance to the program:

1. Name: _____ PH: _____
2. Name: _____ PH: _____
3. Name: _____ PH: _____

Please check the following box:

- "I'm 110% dedicated to getting the results I want and deserve for myself and my family. I'm willing to do just about anything to get there!!"

Date: _____ Applicant's

Signature: _____

SUBMIT YOUR APPLICATION *Either* by:

Fax: 1-716-633-1333 then *call* 1-716-908-3164 after faxing to CONFIRM we *GOT* it!

Or FedEx: Seth Greene, Silver Spoon, 6631 Main St, Williamsville, NY 14221 USA

Now let's recap and take a look at the *complete* list of all benefits you will receive in the Market Domination Implementation Program:

- | | |
|---|----------|
| ➤ One Webinar per month | Included |
| ➤ Monthly Marketing Pieces Already Done for You | Included |
| ➤ Systems and Programs That Puts your Marketing on Autopilot | Included |
| ➤ Mastermind Group | Included |
| ➤ On going constant support | Included |
| ➤ VETO Top Competitor | Included |
| ➤ Fundamental of Direct Response Marketing webinar | Included |
| ➤ Ethical Cult marketing webinar | Included |
| ➤ Big HUGE Bonus #1. <input checked="" type="checkbox"/> Speed In A Can | Included |
| ➤ Big HUGE Bonus #2. <input checked="" type="checkbox"/> Tormented by the Witch | Included |
| ➤ Big HUGE Bonus #3. <input checked="" type="checkbox"/> 7 Hidden Psychological Secrets | Included |
| ➤ Big HUGE Bonus #4. <input checked="" type="checkbox"/> Fundamentals of Direct Response Marketing Webinar | Included |
| ➤ Big HUGE Bonus #5. <input checked="" type="checkbox"/> Ethical Cult Marketing Webinar | Included |

(\$1497.00 value)

The program is \$433.33 per month. If you are not happy with it, you can cancel at any time.

If you only get one or two more paying clients in your practice, you will more than pay for the monthly investment (that is what this is, it is an investment in your practice and business education).

WARNING: Please DO NOT send in an application unless you are sincerely interested in joining the program. We only have time to review and consider financial planners that are ready to join and get results.

Your credit card is required and will not be charged the first monthly investment until you are

accepted and we have confirmed your acceptance (with you) into the program. If you do not include payment information below, your application will not be reviewed. (Due to problems with collections in the past we do not accept checks. Sorry for the inconvenience.)

MARKET DOMINATION IMPLEMENTATION PROGRAM ENROLLMENT FORM:

Name: _____ Company: _____

Billing Address on

Card: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____ **Expiration**

Date: _____

Security Code (# digits on back of card) _____

Signature: _____ Date: _____

Shipping Address (If different than Billing Address)

Street: _____

City: _____ State: _____ Zip: _____

User name you want: _____

Password you want: _____

Signature indicates that you also agree that if at any time you cancel your membership in the Market Domination program you will cease and desist immediately from using all Market Domination Program materials (both past and current) and marketing campaigns in your business.

Signature also indicates that should you submit your own marketing pieces for critique, that critique is the intellectual property of the Market Domination Program

FAX: 716-633-1333

If you have any questions feel free to call me at 1-716-908-3164 and I will be happy to help you.