



PMA360.com

A Performance Mastermind Academy

Welcome & Getting Started

Welcome to our Performance Mastermind Academy community!

We are so excited to be a part of your journey to success.

Our commitment is to provide you the resources you need to create your dream business and life. We will do everything on our part to make that a reality. In order to do so, you must commit, engage and complete the required work. This entails creating a winning formula and business plan with a solid foundation and clear strategy. It also requires that you take consistent, massive, right action on your plan (execution).

To get the best results, follow these steps:

Commit

Commit to do the work. Commit that you will make the required behavioral changes you need to make to achieve your desired goal. Commit to getting back on track when you get off course. The most important first step is to commit.

Avoiding Pitfalls

One of the most common roadblocks that keep for advisors, agents, brokers, and consultants stuck includes analysis paralysis. It is common for advisors to believe that the solution to their challenge is found in getting more information – nothing could be further from the truth! We need the information to master our mindset, create our strategy, and then consistently execute.

While we provide resources that dive deeper (for people who are stuck ie low worth barometer, setting goals, etc.), we provide enough information to master the topic, but not so much that you will get caught up in the maze of information not progressing to the action step and ultimately the results phase.

Determine what triggers you to get off course or go below the grid (in a state of fear, worry, and anxiety) and what you need to do to get back on course to a state above the grid (love, peace, joy – where you are doing what you need to do to achieve your desired results). A secret is to slow down your mind so you can get in the drivers seat and see opportunities that are right in front of you.

(PMA L2) which is designed to help you create a solid foundation and a healthy mindset so you can succeed in your business and life.



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Everything in Life has a Formula

Think about it... Everything in life has a formula – everything... if you are not getting your results –it’s your formula- if you are getting your results – it’s your formula.

Millionaire – bankruptcy

Health – illness

Happy health millionaire – miserable ill millionaire

Create Your Schedule

Schedule in your calendar (right now), one to two hours per week to listen to the recordings and complete the material. Begin by listening to the Formula training (this can be found in PMA L2, as well as a standalone - depending on which program you purchased).

Then, begin with the modules in the course in which you are enrolled. Do not skip modules. For best results, complete one assignment every week. It generally takes four to six weeks to complete your plan.

If you need to work at a slower pace, please do so! The key is to identify the “right knowledge” combined with “massive, right action” to achieve your “desired results.” What you will learn are fundamentals that will guide you throughout your life and career. This is not a hundred yard dash, it is a marathon and the goal is to learn what you need to create your dream business and life. The goal is to complete the course in the time frame that works for you. It is not to see how quickly you get through the courses. The key is to complete and implement the course work, so you can achieve results in your business. It is critical to commit, apply the material, and take the time to do quality work.

Master Your Accountability

Not able to hold yourself accountable?

You can enroll in our weekly accountability calls (a 90-day commitment is required).

The weekly accountability calls are designed to get you on track and hold you accountable for completing the work, so you can achieve your goals.

These are not coaching calls. If you need coaching, we currently have two options:

Three One-on-one Sessions

Currently, we offer three, 50-minute one-on-one coaching calls. You can email Support@MillionaireSeries.com for pricing and availability.



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PMA Platinum Coaching

Our Platinum Coaching provides you in-depth performance coaching to take your business and life to the next level. The Platinum Coaching program requires that you go through a training course (either the Million Dollar Marketing System or the Marketing Guide to Attract Affluent Women). You also need to complete an interview to confirm that this is the best option for you to achieve your goal. Pricing begins at \$20,000 per year.

If you are interested in the Platinum Coaching program, please email Support@MillionaireSeries.com and schedule an interview and also get added to our wait list.

Please provide a 72-hour cancellation notice to reschedule a call. And always use Support@MillionaireSeries.com to communicate with us.

Course Descriptions:

The following are the different programs to support you to achieve your desired results:

Formula Training

This provides an overview of The Formula. It provides the framework to help you create your winning formula, including a solid foundation, clear strategy, and consistent execution. The Formula training is recommended as a preview to a deeper dive into our other trainings.

Marketing/Business Plan Options

The 3 Step Plan

This is our entry-level program to guide you in creating your business plan. Completion of this program provides you with a plan you can follow to achieve your goal. It provides the framework to create a solid foundation and clear strategy so you can consistently execute, take the right action, and complete critical activities each day. This program is recommended for those who are new advisors, agents, consultants, or entrepreneurs, or who cannot afford The Million Dollar Marketing System.

Million Dollar Marketing System

The Million Dollar Marketing System, “MDMS,” is an 8-course training with Silver and Gold levels.

It provides the step-by-step process to create your plan including your foundation, strategy, and execution.



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The MDMS is designed to help you identify, attract, and retain your ideal clients so you can grow your business and generate your desired revenue.

Million Dollar Marketing System Silver, “MDMS Silver”

MDMS Silver is designed for producers earning less than \$100,000. MDMS Silver will help you jump start your business and create the momentum you need to take your business (and life) to the next level. This course does not dive as deep as the “gold version” as its purpose is to get you to the \$100,000 income level. As in all courses, it is critical that you begin with the first module and complete all its materials prior to moving to the next module. We recommend completing one module per week. Typically it will take you (on average) four to twelve weeks to successfully complete the course.

Million Dollar Marketing System Gold “MDMS Gold”

Producers earning more than \$100,000 can access our next level of training, the Million Dollar Marketing System Gold. This system takes a much deeper dive into each module and provides in-depth insight to take you to the next level fast.

Both the Silver and Gold Million Dollar Marketing System include the following eight courses:

Course 1: Your Million Dollar Business & Life

This provides the foundation, mindset, and inner game insight you need to make your goals a reality.

Course 2: Develop Your Blueprint for Success

Provides the detail to create your profit model, as well as determining the model you need to create to achieve your desired result.

Course 3: Get Rich In A Niche Market

Provides the step-by-step process to clearly identify your ideal client(s).

Course 4: AskLearnRiches® Process

Provides the research process and the research questionnaires for interviewees, clients, and referral partners.

Course 5: Your Three Step Marketing Plan

Provides the Three Step Plan you need to achieve your desired result.



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Course 6: **Your Ultimate Lead Generation Machine**

Provides the best warm lead generation strategies (including both expert and connector strategies) to attract your ideal client, so they come to you and you are not chasing them.

Course 7: **Your Follow-Up System**

The Million Dollar Follow-Up System provides you the insight to master the art of follow up (this is one of the most commonly missed opportunities for acquiring new clients).

Course 8: **Leveraging Your Referrals**

Provides the step-by-step process to leverage referrals through referral partners and other sources.

The Million Dollar Selling System

The Million Dollar Selling System, “MDSS,” is an eight course step-by-step training program. MDSS provides you the insight to better open, stay in the conversation, and close more sales. This training includes:

Course 1: **The Prequalification Process: How to Attract Pre-Qualified Leads**

Course 2: **Setting Appointments with Qualified Prospects for Maximum Results**

Course 3: **The Secret of Sound Bites: Getting Clients & Prospects to Respond**

Course 4: **The Power of Scripting:**

What to say when you open your mouth.
Opening, Getting & Staying in the conversation.

Course 5: **How to Handle Objections**

Course 6: **The Power of Storytelling**

Course 7: **Massive Referrals: The Process to Get More Qualified Referrals**

Course 8: **The Sales Process**

This course includes a 26 page sales script (scripts for each step of the sales cycle).



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Affluent Women and Couples Training

How to Grow Your Business Working with Affluent Women

This provides an overview of the women's market and provides insight and wisdom you need to successfully serve females and couples. It also provides insight to determine if this is the best niche market for you.

The Marketing Guide to Attract Affluent Women

The Marketing Guide To Attract Affluent Women, "MGAAW," includes six modules. MGAAW is a step-by-step system to help you create a plan to effectively work with affluent women (& couples). It provides the framework to identify your ideal client, the research process to find out everything you need to know to serve them, the best lead generation strategies to attract them, and the scripts you need to open the conversation, stay in the conversation, and close more sales. Plus, the insight to bring it all together.

This training includes:

Course 1: **Create Your Plan**

The step-by-step process to create a plan to attract more affluent women (& couples).

Course 2: **Identify Your Ideal Client**

How to determine which of the five types of affluent women you would best serve.

Course 3: **Conduct Research**

The process to find out everything you need to know about your ideal client. It also includes research questionnaires for interviewees, clients, and referral partners.

Course 4: **Choose Your Lead Generation Strategies**

The best lead generation strategies to attract your ideal client.

Course 5: **Master Your Scripts**

The scripts you need for the women you want to attract into your business.

Course 6: **Execute Your Plan**

How to bring it all together, so you can get results.



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In addition to our core trainings listed above, we also offer a Performance Mastermind Academy referred to as “PMA360.”

PMA360 provides on-going support to help you stay on track and get back on course when you lose focus.

We strongly recommend you combine your course with the PMA Mastermind Academy for the best results.

We currently offer three PMA360 Performance Mastermind Academy levels:

- PMA L2 (foundation & mindset)
- PMA L3 (marketing, positioning, and branding including market to women and affluent couples)
- PMA L4 (scripting and sales)

There are three levels of access to PMA360:

PMA360 MTM-LIVE (month-to-month):

PMA360 LIVE MTM is provided to new members. PMA360 LIVE MTM provides access to the last recorded call as well as future live calls including a live Q&A on each call. This allows new members to get to know us, to engage in our community, and get access to additional support. Please contact Support@MillionaireSeries.com for pricing.

Levels include:

- PMA L2 MTM-LIVE (foundation & mindset)
- PMA L3 MTM-LIVE (marketing, positioning, and branding including market to women and affluent couples) (includes access to PMA L2)
- PMA L4 MTM-LIVE (scripting and sales) (includes access to PMA L2 & L3)

PMA360 MTM-6 (month-to-month for six months):

PMA360 MTM-6 is the next level of our mastermind. This level provides core trainings, bonuses, and the last two months of our calls (recorded). The MTM-6 mastermind can be cancelled after six months (please provide a 10 business day notice).



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We require a six-month commitment because you receive thousands of dollars of bonuses when you access the training. Please email Support@MillionaireSeries.com to get the current rates for PMA MTM-6.

Levels include:

- PMA L2: MTM-6 (foundation & mindset) + (\$1,385 worth of bonuses)
- PMA L3: MTM-6 (marketing, positioning, and branding including market to women and affluent couples) (includes access to PMA L2) (\$2,079 worth of bonuses)
- PMA L4: MTM-6 (scripting and sales) (includes access to PMA L2 & L3) (\$2,473 worth of bonuses)

These include live calls, live Q&A's, select resources, and the last two months of the recorded calls.

PMA360 VIP Access:

PMA360 VIP Access requires that you commit to a length of time of engagement.

If you want the PMA360 VIP Access, please email Support@MillionaireSeries.com for current rates.

PMA L2 VIP Access (foundation & mindset) requires a one-year commitment.

- The 7 Principles of Becoming a Millionaire for Life eBook
- Formula Training
- Performance & Results
- Success Corner

PMA L3 VIP Access (marketing to affluent women and couples) also includes access to PMA L2 and requires a two-year commitment.

- Affluent Women
- Niche Marketing
- Lead Generation & Attraction Marketing
- Referral & Relationship Marketing

PMA L4 VIP Access (scripting and sales) also includes access to PMA L2, PMA L3, and requires a three-year commitment.

- Live Scripting



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Again, welcome to our community! We are committed to help you achieve your goals. We will provide you the insight you need to get on a direct flight, so you can create your dream business and life!

To Your Continued Success,

Annette Bau CFP®

The Millionaire Insider

Founder MillionaireSeries.com and PMA360.com

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