



**BOOK  
NOW!**

# 2021 MASTERMIND PROGRAM



**OPEN NOW FOR  
BOOKINGS!**



**DON'T MISS THIS  
FOR 2021!!!**

**WITH: IAN DICKSON  
INTERNATIONAL SPEAKER &  
LEADING UK BUSINESS COACH**



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# WELCOME TO YOUR 2021 BUSINESS MASTERMIND PROGRAM

TODAY'S  
AGENDA



- 1 TEN MONTHLY CONTENT PACKED (TWO HOUR) ZOOM SESSIONS
- 2 FEATURED GUEST PRESENTERS THROUGHOUT THE YEAR
- 3 FREE COPY OF IANS AMAZING 2021 BUSINESS SUCCESS DIARY
- 4 Q & A OPEN FORUM EVERY MONTH FOR YOUR QUESTIONS
- 5 PRIVATE MASTERMIND FACEBOOK GROUP - EXCLUSIVELY FOR MEMBERS
- 6 ALL YOUR LEARNING MATERIALS ARE PROVIDED



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# MASTERMIND OBJECTIVES & GOALS

EXPECTATIONS  
AND  
OUTCOMES

My goal and the objective of the 2021 Mastermind Program is to provide you with ALL the tools, support, guidance, accountability and information you need to get the very best from 2021.



It is my mission to create a MASTERMIND group in 2021 of smart, intelligent, ambitious and driven business owners (just like you) who are ready to work TOGETHER to support each other through this challenging time.



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# TODAY'S LESSON

BRIEF INTRODUCTION

2021 is shaping up to be another tough year for many of us. The COVID-19 pandemic, government and society has dictated that we should be socially distanced, but I am planning on bringing us all together in order to be successful in 2021.



I have created ten "content packed" Zoom sessions that are specially designed to help you get the very best chance of success in 2021. Each two hour session will be packed with relevant, appropriate and useable content designed for success.



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# TASTER MENU FOR YOU



## Marketing

How to market during these challenging times. A full social media marketing session from an expert. Monthly marketing planning together. Simple but effective marketing strategies you can deploy today, PLUS so much more.



## Dashboards

With so many data points in a business where do you start? We will guide you through the essential numbers. How to get them, why you need them and show you how to record them in your very own business DASHBOARD.



## SALES

## Sales

The life blood of any business. We will cover numerous different types of sales funnels, sale processes, sales methods, sales systems, what you need to track, why it's important and how best to record the information, PLUS so much more.



# FAQ YOUR QUESTIONS ANSWERED



## QUESTION

Do I have to attend all 10 sessions, or can I pick and choose which ones I attend?

## ANSWER



Not at all - All the sessions run independently of each other, so you can cherry pick the best sessions for you. HOWEVER, there are benefits to completing all the sessions. For example, all those who complete the 10 sessions are entitled to a complimentary coaching session with me, plus a free ticket to future events beyond 2021.

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## QUESTION

When will these sessions run and how can I join them?

## ANSWER



We will run these sessions throughout 2021 - Once a month, excluding AUGUST and DECEMBER (10 sessions in total). The sessions will be delivered on a weekday evening (7-9pm) via a Zoom Webinar. If you have purchased a session and can't make a particular date you will be able to watch it on REPLAY.

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## QUESTION

Is this series of Business Mastermind courses suitable for me?

## ANSWER



Built from the ground up and based on Ian's 15 years experience as an International Trainer/Speaker and leading UK Business Mentor/Coach this course is for ANYONE in business right now. Whether you are thinking of starting a business - just started - or you many years into your business. The global challenges we all face are the same. So, if you are a business owner then the answer is - YES!

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# 2021 MASTERMIND PROGRAM

DO YOU HAVE  
**ANY QUESTIONS?**



Please do feel free to get in touch if you have any questions.  
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