

SMARTSTART Business Success

The Affordable and Practical Virtual Mentoring Program
for People Working @ the Speed of Life!

WHY should I join SMARTSTART?

REASON #1:

Because passion for your business is not enough!

Hard work does not guarantee your business success.

Having a great product or service does not guarantee your business success.

Having access to unlimited capital (if you should be so lucky) does not guarantee your business success.

A steadily growing list of customers does not guarantee your business success.

Your business success requires: proper planning, reliable tools, personal and team productivity, cost-effective systems and efficient processes, dependable products and services, an ongoing supply of happy customers, and well-managed performance and profitability.

(At SMARTSTART, we teach you what you need to know.)

REASON #2:

Because you deserve to be more than another failure statistic!

The U.S. Small Business Administration has seen lots of small businesses come and, unfortunately, go.

According to the SBA, **over 50% of small businesses fail in the first year, 95% fail within the first five years** and **80% of those left fail in the next five years.**

The #1 reason for failure: **lack of business management experience.**

The problem with most failing businesses is not that their owners don't know enough about finance, marketing, management, and operations—they don't, but those things are easy enough to learn—but that they spend their time and energy defending what they think they know.

– Michael Gerber, The E-Myth Revisited

(At SMARTSTART, we show you how to be a business success story.)

REASON #3: Because when you know better, you do better!

A very wise man, Anthony Greenbank, wrote this in *The Book of Survival*:

"To live through an impossible situation, you don't need the reflexes of a Grand Prix driver, the muscles of Hercules, or the mind of an Einstein. You simply need to know what to do."

If you're doing the wrong work, doing the work wrong, or working on the wrong things you won't get the results you want.

But if your business is worth working on, if you want it to thrive, if you are ready, willing, and able to make it work, we'll show you how to start a business in the right way, with a true understanding, and teach you how to use the appropriate and necessary tools required to succeed.

(At SMARTSTART, we deliver straight talk, simple strategies and stellar support.)

WHAT is the SMARTSTART Business Success Program?

It's MUCH MORE than a virtual mentoring program!

Our new **SMARTSTART Business Success Program** is specifically designed to get you started on the right path in building and growing your business so you can be truly effective and more immediately productive.

It's straight talk.

We want to help you avoid spending all of your hard-earned money on low quality, high-priced programs and provide you with reliable resources, accurate information, and practical, cost-effective business education and support so you can experience less stress and more success. If you're serious about your business, we're here for you!

It's simple strategies.

This program teaches what you need to know to get started right and how to manage yourself, your team, and your business appropriately as you grow.

It's stellar support.

It also provides you a unique opportunity to work on your business with a world-renowned business strategist and management consultant at an affordable price, for as long as you want.

It's especially helpful to **new entrepreneurs just starting out** in the online world, **people who are online now but not experiencing the results they'd hoped for**, and for those who are already achieving high earnings but **who want to break through a current revenue ceiling**.

But it's only for those who are committed to creating a real, long-lasting business and can handle the truth about what that's really going to take.

HOW does the SMARTSTART Business Success Mentoring Program work?

Our courses and course materials are delivered via the internet

All of our courses are taught over the internet via webcasts. The course materials and recordings are stored in a "*knowledge warehouse*" on Google.

Our mentoring programs are kept in a top secret virtual location that only SMARTSTART members can access; by prior arrangement with Google, our private "*members only*" archive is not indexed by search engines. You must be a program member in good standing to be invited into the archive and authorized (by both SMARTSTART and Google) to access the courses and program materials.

Our members choose the priority order in which courses are recorded and tested

All SMARTSTART programs are put through Beta testing with a select group of participants prior to being released and promoted globally. During the testing period, we offer our testers an exclusive seat in the mentoring program at a fraction (<10%) of the retail cost for an annual subscription membership (which will ultimately be sold for \$9,000 to \$12,000).

This is their price for life as long as they choose to stay in the program. Of course, a member can cancel at any time – there is no obligation to commit to our programs for longer than desired.

There are over 30 courses in development for the Business Success series and another 30 are currently being considered for inclusion. Every quarter, our members are surveyed to see which courses they want to record/test next.

These are their selections to date:

BRANDINGZEN	(individually priced at \$695)
PRODUCTIVITYZEN	(individually priced at \$695)
BUSINESSPLANZEN	(individually priced at \$2,995)
STARTUPZEN	(individually priced at \$895)

SMARTSTART members will vote again in December for the order of courses running from January through June choosing from:

PROJECTZEN	(individually priced at \$1,495)
PRICINGZEN	(individually priced at \$695)
PRODUCTZEN	(individually priced at \$695)
HIRINGZEN	(individually priced at \$995)
OUTSOURCINGZEN	(individually priced at \$995)

(All courses will be made available in future; it is just the order of recording and release to the knowledge warehouse that the members are voting on.)

Our courses provide two levels of learning

Each course consists of a MASTERCLASS and 1 or more “how to” follow up clinics. In the MASTERCLASS, you learn the key concepts, considerations and requirements for being able to execute a specific business building skill, such as branding, like a professional.

In the follow-up clinics, you learn how to apply these concepts specifically to your business using the questions, templates and resources provided.

For example, in the **BRANDINGZEN** course there are 4 “how to” clinics where you learn how to: 1) position your brand, 2) identify your target customers, 3) design the look and feel of your brand in a memorable way that accurately communicates what your brand stands for and finally 4) how to protect and manage your brand.

For **PRODUCTIVITYZEN**, you take the MASTERCLASS, followed by 4 “how to” clinics where you learn strategies for: 1) setting yourself up for peak performance, 2) identifying the actions with the highest value in return for your effort, 3) managing your workflow efficiently and 4) dealing with stress so you can get the best out of yourself and others each and every day.

And you can retake any course as many times as you wish, at your convenience.

Our members receive regular group coaching and can reserve private coaching on a first-come, first-served basis

Weekly coach-on-call sessions are available on both a group and individual basis so our members can get their specific questions answered about any course or business-related challenge they are experiencing that week.

Q&A sessions are provided after each course session during the webcasts to ensure understanding of the materials and concepts discussed.

Members can also submit questions using the “Ask the Prof” feature available 24/7 on our web site at www.smartstartcoach.com. These questions are answered in the weekly coach-on-call sessions or, where warranted, by email if the answer needs to be kept confidential or the question is not likely of general interest to other members.

Our members learn about new cost-effective and time-saving technology and business solutions every Tuesday

Weekly audio coaching postcards, called *Fortune Cookies*, are sent to our members every Tuesday. Each one highlights a useful new business tool, tip, or trick that can save them time, money, provide a competitive advantage or all three.

Some of the tools we tell them about have not yet been released to the mainstream public and are also in Beta testing mode. Being able to have the inside track and find out about them before their competitors do and explore options without having to spend days researching the internet for possibilities is a great help for members.

Our members acquire the knowledge to properly evaluate their options and make good business decisions with confidence

When you know better, you do better. And by becoming a Beta tester for a SMARTSTART mentoring program, the low cost of learning under the guidance of a qualified professional gives you the freedom to get where you need to be and go where you want to go with your business.

There's simply no limit to how far you can go once you've charted your own path.

WHAT IF I wanted to use the SMARTSTART Business Success Mentoring Program in other ways?

Our members are unstoppable!

We have members who are with us for a business education to support starting a new venture; we have others who have a great business already but know they need to make some changes if they want to double their revenue.

We have people who just want to see how they can become better teachers or learn new ways of packaging their own products and delivering professional services. Sometimes they just want to work with someone who understands them.

We have folks who don't have time to train their own staff and virtual teams so they put them in the program as a perk of the job to make sure they're trained to deliver to the highest standards of professional excellence.

We even have people who provide memberships in SMARTSTART as premiums to attract new customers and retain existing ones – this lets them offer more value without having to do any additional work at all.

And, then there are those who still hold traditional jobs but are here to learn more about running a successful business so their own employers or the non-profits they work with can operate more efficiently and cost-effectively.

WHAT makes the SMARTSTART Coach different from all the other gurus?

Experience. Experience. Experience.

Linda M. Lopeke is not a flavour-of-the-month guru. She's all substance; no hype. She does not do the one-size-fits-all solution. With Linda, business is personal. She does not pretend to know what she doesn't know; she does not play games with words and numbers.

The knowledge warehouse she's building is based on work she has done her entire life and includes strategies she created or adapted from the world's best thinkers. She has had many great mentors and is one herself. She is also the master of six professional management disciplines and a cited authority in more than one (that's the highest level of accolade available to any professional). In person she is very compassionate and humble.

She's an internationally recognized management consultant with a long track record (25 years as an independent and successful business owner). She's served over 300 companies, been the mastermind of over 1,000 projects (every one of which was a success story that exceeded the client's expectations), and has written over 100 books on behalf of her clients. Her work and methods are so effective they've been featured in prestigious publications, like Harvard Business Review.

Reputation. Reputation. Reputation.

Linda has never marketed her professional services yet has had a successful consulting practice, often with a waiting list, from the first day she started (1983). She is known by her reputation for excellence and her many achievements.

A few have represented her work as their own but that proved disastrous as they were not able to replicate it. Linda has a beautiful mind and a unique gift for business. When you listen to testimonials about her work you'll hear the same themes expressed over and over: intelligence, compassion, caring, talent.

Her own career is documented at www.lindalopeke.com if you want to check her out further. Note that she has many clients who aren't even listed on the web site because they want to remain anonymous (but you would know them).

She doesn't just help you understand what to do, she also explains why and what to expect if you implement her recommendations but always leaves the decision making up to you. After all, it is YOUR business.

Results. Results. Results.

Linda is very thorough in her research, her preparation, her execution. You won't find anyone who has ever worked with her who did not benefit from the experience in many ways beyond their expectations. In 3 years of operation, no one has ever asked for a refund from a SMARTSTART program. She'd like to keep it that way.

WHAT is the \$2.7 Million Dollar Giveaway all about?

It's about helping entrepreneurs in North America

Linda's been on a mission of giving since her 50th birthday as a way of closing out her career as a consultant and honouring the five most important mentors who made her own professional success possible.

First, she gave to young people to celebrate her early start in business and the opportunities she was given. Then to the corporations who advanced her career and business and earned her public recognition. And finally, she's turned her attention to entrepreneurs because she is one herself and has a high respect for those who go it alone battling adverse and challenging circumstances facing uncertainty.

We've worked on our plans for SMARTSTART Giving almost a year now and you've helped us make them real which in turn has helped over 250 entrepreneurs get their businesses started in the developing countries of the world. Now we want to do something special to give back to you.

It's about access to professional management consulting valued at \$300,000 per year at no cost to help you with your business

In 2005, when SMARTSTART was born, Linda's time was valued at \$300,000.

If you wanted to hire Linda in 2006, you would have had to pay \$398,000 to work with her for a year. But for sentimental reasons, and because it's easier to work with round numbers, we're using \$300,000 as our value for the consulting packages we're giving away as an incentive to join SMARTSTART.

Linda has agreed to work only with those who join the SMARTSTART mentoring program through Alex Mandossian until the end of 2009. In the \$2.7M giveaway, 9 people will win the chance to work directly with her (9 x \$300K = \$2.7M).

Before entering the 1-year consulting program which starts in January, 2009, winners will complete the **BRANDINGZEN** and **PRODUCTIVITYZEN** courses and have a personal interview (by phone) with Linda to discuss their businesses.

What do the winners get?

Of course, everyone in the program has the benefit of working with her so our winners will get a few extras to make it easier and more special for them.

For example, they won't have to reserve private consulting sessions, they'll each have their own dedicated time slot. And Linda will personally review their work in the program to make sure it is properly completed. They also will not have to pay for their seat in SMARTSTART Business Success and will participate in monthly management meetings and strategic planning sessions set up just for them.

We have other plans for our winners also such as letting them hear (through access to recordings) how Linda puts Alex's own business through a multi-million dollar makeover. Yes, he has a successful business now but it could be even more so which is why **Alex is IN SMARTSTART too – member number 134233995.**

What do I have to do to win?

You purchase a seat in the **SMARTSTART Business Success** program as a Beta tester on our web site at www.smartstartcoach.com/business.htm (scroll all the way down to the bottom of the page for the "purchase" button).

You'll see that the monthly price for October signups is \$69 per month; however... **we are keeping the price at \$49 per month as a "fast action" bonus** for those who sign up before October 15th. And that's what the order form will say.

NOTE: We are not promoting the program globally (that won't happen until after testing is completed) which is why we don't have a fancy purchase page. This is an exclusive offer for Alex Mandossian's list only.

Three winners will be drawn live on the call October 3.

The second 3 winners will be drawn October 30 (cutoff is 6 pm EST) and announced live October 31.

The final 3 winners will be drawn November 27 (cutoff is 6 pm EST) and announced November 28.

If you are not selected in the first draw, your name will be reentered in the subsequent draws. So you have at least 3 opportunities to win.

Can I do anything to increase my odds of winning a \$300K management consulting package?

Yes, you can.

If you are one of the **first hundred people** to purchase a seat in **SMARTSTART Business Success** (orders 1-100), your name will be entered in the subsequent two draws **10 times**.

If you are in the **second hundred** (orders 101-200), your name will be entered in the subsequent draws **5 times**.

If you are in the **third hundred** to order (orders 201-300), your name will be entered in the subsequent draws **2 times**.

What happens if I win one of the 9 packages?

Your name will be announced on the appropriate call and in a press release with worldwide distribution. (And, possibly, you'll be the envy of many.)

You will be contacted by email so arrangements can be made for your first telephone meeting with Linda to work out your personal meetings with her.

You will be reimbursed for your first payment (by cheque) and your order price will be set to zero so your account won't ever be billed again. Zero will be your price for life as long as you are in the SMARTSTART Business Success program.

You will be granted access to the private "*members only*" archive so you can access courses and materials. (You'll need a Google account for this but it's free if you don't have one already.)

You will be asked to complete a simple form to help Linda understand your business (or plans for one) and begin her research and thinking on your behalf.

What happens after I purchase my seat in the SMARTSTART Business Success program (if I don't win a package)?

Your name and email address will be used to set up your access to the private "*members only*" archive so you can access courses and materials. (You'll need a Google account for this but it's free if you don't have one already.)

NOTE: Google is very strict in their management of the authentication process; it may take up to 3 days for them to approve you and complete your setup. However, you'll receive a confirmation email from SMARTSTART so you'll know your access has been requested.

You will begin receiving invitations to the recording of the **PRODUCTIVITYZEN** course – the next session is October 15. It's recommended that you listen to the **PRODUCTIVITY MASTERCLASS** and **Session 1** recordings beforehand if possible.

The **Calendar** on the main web site at www.smartstartcoach.com indicates when program-related activities are happening and when you can expect deposits to the group archive. An email is issued from the system when there is an update. Links to SMARTSTART events are issued on Monday afternoon for the current week.

FINAL WORDS...

We hope we've answered at least some of your questions and look forward to speaking to you about the program on October 3. If you missed the live call, you can listen to the replay to hear what we discussed.

We are running this program as an experiment with the intention of helping you get the support you need to succeed. Alex is not making any money from promoting it (i.e., this is not an affiliate program for him) and we're looking forward to seeing how you respond. All good wishes... whatever is meant to be, will be.