

MasterMindMentor Marketing Strategy Group



Business Development & Strategic Marketing Services

“Discover How Your Business and Product Sales Will Explode Using Our Simple, Highly-Leveraged, High-Impact, and Extremely Lucrative Online and Offline Marketing Strategies.”

Are you moving up or going under?

Marketing your business is both an art and a science that requires specific strategy and constant attention, particularly in these challenging economic times.

Quite frankly, we meet far too many Companies and Entrepreneurs every week who are desperate...practically begging for customers and money – and unfortunately, many need that crucial cash right now just to keep the doors open. They're discouraged about how tough business is, depressed at how sales are down or non-existent, and they're scared...wondering if they can move their business beyond "barely surviving" before they have to close their doors altogether.

And while some Companies and Entrepreneurs are doing well and even thriving, many are still missing on some of the most important core elements for success that will help take them, their brand, products and services to the next level, simply because they're either too busy working in their business and not on their business.

Without the right strategies and a plan to implement them, you could be in for a long and challenging struggle, ***or you may be just flat-out leaving a big pile of money on the table.***

MasterMindMentor's Strategy Consulting Group delivers marketing best practices, years of training and expertise, a talented team, and a proven track record, as well as continually focusing on, uncovering, and adapting to the ever-changing technologies, trends, and cutting-edge tools that make up today's business landscape, particularly in this new universe of "online" business. We make it our mission and purpose to immerse ourselves in those vital elements every day and stay on the bleeding-edge of the latest internet strategies -- so you don't have to.

Do you have a strategy for Thriving and not just Surviving?

Most Companies and Small Business owners that we meet are amazing at the special work they do, but haven't got a clue about how to build and grow their businesses, sales, and cash flow. But what we've discovered is that it's really not their fault. They've just never taken the time to learn the necessary strategies for success in key areas of the new "online economy."

The truth is that you simply can't be everywhere yourself, nor can you stay ahead of this ever-evolving target called the Internet without getting overwhelmed by the sheer speed of its evolution.

And all that is totally OK, because we're here to help. We LOVE Entrepreneurs and Small Business Owners (in fact, we ARE entrepreneurs just like you). Every entrepreneur is a rare breed that WILL NOT SETTLE for mediocrity or the status

quo. You are willing to take risks...and we applaud you...and we love helping you take your project or business to the next level!

We will help you build a steady (and largely automated) income and cash flow that you can rely on for months and years to come, as well as helping you to create lasting, profitable relationships, “quick cash injections” into your business any time you choose, a massive list of hungry prospects to whom you can market your products and services for the rest of time. We will also help you exponentially increase your visibility at a personal and business level and gain the brand recognition that your competition will envy, while you bask in your newly discovered success.

How We Serve You and Your Business:

1) Joint Ventures and Strategic Alliances

We can help you create and implement **the #1 Marketing Strategy on the Planet**, (and its free). Unfortunately, most people don't even know about it or how to effectively implement this powerful strategy into their business...it's a much more FUN and LUCRATIVE way to do business.

Big businesses and wealthy individuals have been utilizing this powerful and underused strategy for years to build their empires, make money fast, and get a new business or new products off the ground.

We have spent over 20 years building and nurturing high-quality, high-integrity, and high-value relationships with some of the most amazing, successful people and business owners (across multiple industries) on the planet; they have highly responsive opt-in lists with very loyal followers and customers waiting to buy your products and services.

We can act as a matchmaker for you and set up Joint Ventures and Strategic Alliances with the right business to help you get incredible leverage and to put you in a position to brand yourself, your products and company in a big way, while you receive massive exposure to an ever-growing list of relevant, hungry prospects who are literally looking for your products and services.

Benefits:

- Sell your products and services quickly, giving you sales and income immediately
- Build powerful connections and relationships that can transform your business overnight and for years to come
- Get exposure to all-new groups of prospects and customers

- Create passive/residual income streams for life
- Add value to your customer base by sharing super high-quality content, products, and services from our partners and share in sales revenue
- Grow your opt-in list and get new leads and prospects into your business instantly and grow your income potential starting right now

Call now for more information - (702) 995-2751

2) Customized E-mail Campaigns That Generate More Sales and Income Immediately!

Your opt-in e-mail list and database is your biggest asset. E-mail campaigns can either make you or break you. You have to be able to communicate with your built-in audience effectively and build relationships, as well as understand how to create messages and communications that are totally authentic to your voice, in full integrity, while at the same time understanding the art, science and psychology that persuades people to take action, creating sales and yielding outstanding results.

It's ALL about staying in integrity with your customers, adding value, AND getting awesome sales and income RESULTS.

Most businesses either do not implement this strategy on a regular basis because they don't know how to create "real" conversations and provide high-quality content to their prospects and customers, or go about it all wrong, hurting their chances of building lasting relationships and loyal, happy customers who are anxious to buy their products and services over and over for years to come.

This is where you can not only damage your relationship with your clients and risk having them forget about you -- or worse yet, lose them forever -- but you also end up leaving a ton of money on the table that you don't have to.

It takes knowledge, experience, and a fine-tuned touch to understand what works, and what doesn't, while you remain true to your service, voice, and the core message that you so want to communicate. Every list has a unique personality and message to share.

That's where we come in.

We provide a FREE consultation, interview you and/or your marketing team and take a close look at your products, services, prospects, customers etc., and then develop the most effective campaign strategy that will give you the best results, and an IMMEDIATE boost in your sales and income.

Benefits:

- You typically don't need to create any new products or copy -- we utilize your existing products, sales letters, and list etc.
- You get a 3-7 day, *fully customized and proven campaign* that **gets results immediately for FREE.**
- We get paid only from the back-end sales when we produce results for you...**If our campaign doesn't get immediate results for any reason, you pay us nothing.**
- We supply all the copy, sales letter adjustments, strategy, and entire campaign, all you do is hit send and watch the sales role in
- Get a immediate cash injection into your business in 3-7 days and do it as often as you like

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3) Social Media and Internet Marketing Strategy Coaching, Consulting, Speaking and Training

Imagine becoming an online celebrity. Today's technologies allow you to create yourself, brand yourself and literally become an "overnight expert" in many ways.

You can build your footprint, brand, and income via Social Media and Web 2.0, as well as creating a finely-tuned marketing machine with dynamic online presence and massive visibility. It's all about using Social Media and Internet Marketing the in right way.

There is nothing like the power of Social Networking and Social Media combined with the power of Internet marketing to build or expand your reputation, brand, business, and passive (massive) income and profits.

If you and your business are not on sites like Facebook, Twitter, YouTube, Squidoo, HubPages, Linked In, Digg, etc...then you are missing out on one of THE most powerful trends for traffic generation, relationship building, and contacts that can catapult you and your business right into the laps and living rooms of prospects, customers, and potential Joint Venture partners, and Strategic Alliances.

Most Entrepreneurs and Small Business owners have absolutely no idea just how important it is to have a solid presence and build a big following on these Social Media Sites. Moreover, many believe that there is some evasive element about this new strategy that is completing escaping them. We hear the question almost every day: "I know I need to be on these social media sites, but how do it do it? Where do I find the time?" This strategy is literally transforming businesses and brands all

over the Internet. You literally MUST have a strong and targeted presence in social media to survive online today.

Use Social Media the right way, and you will prosper and flourish like never before -- use it the wrong way, and you can crash and burn, and even crush your reputation permanently.

The marketplace has finally flipped back to putting the power back in the hands of the consumer. People chat in forums, review, rate and rank products, and most important SHARE with their friends about things they love...they do all this on sites like Facebook, Twitter, Digg, Yelp and thousands more...with dozens more internet hot spots being developed every week. People (read: your market) also blog, make videos, create their own sites, online radio programs and are not afraid to speak their mind. You can tap into this market with specific and effective strategies.

In today's Internet-driven climate, it's all about building your "tribe" – your rabidly loyal following -- and when you have that loyal following of people who LOVE you and your content, products and services, they will tell everyone all about you. And news travels fast! And that is one of the ways that things go incredibly viral on the Internet and create massive attention and traffic to you and your site.

We have the strategies and proven best practices that can drive your brand, reputation, and business to the next level quickly.

Benefits:

- No cost advertising, PR, and Brand building
- Build a Tribe of loyal customers for life
- Meet Joint Venture and Strategic Alliance partners who can blast your business to the next level
- Build a net all over the Internet that drives massive traffic to your website and blogs more and more every day
- Learn the art of attraction marketing so people are excited to check out everything that you do and sell in your business

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4) Product Launch Strategy and Implementation

We do a limited number of product launches for our clients every year.

This service ranges from basic strategy consulting to complete project management. We are capable of handling every aspect of a product launch, including product development and creation, initial strategy, list-building, creating and/or managing

your core joint venture and affiliate relationships, copywriting and email management, customer service and team management.

Our own relationships with Joint Venture partners can be a great asset to you in setting up Joint Ventures, tapping into our mega network of super affiliates who are anxious to market your product for you at no out-of-pocket cost.

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Recent Case Studies

Try It On Everything (DVD/Book Combo Marketing Campaign)



Nicolas Ortner -

www.TryItOnEverything.com/special

March 2009

Format: 4-day Email Campaign (3 emails)

Results: Generated \$25K in sales in 3 days with a \$25 product to an internal list of only 17,000

Client comments:



“Jeffrey Howard has an almost uncanny knack for understanding this market and creating marketing campaigns in our niche. He’s very in tune with the holistic and personal development market. My subscribers have typically been very sensitive to ‘marketing-styled’ emails, so I was a little skeptical at first about running the marketing campaign that Jeff proposed, but I was amazed that my subscriber list responded very positively to the way the campaign was structured...and the VERY BEST part...we generated almost \$25,000 in revenue in only FOUR DAYS! And that was with product that sold for less than \$25. I would strongly encourage ANYONE to work with Jeff.”

~ Nicolas Ortner, creator and producer of the documentary film on EFT, “Try It On Everything”

EFT World Summit / Tapping World Summit – (Event/Product Launch Project Management)



Nicolas Ortner –
www.EFTWorldSummit.com

April-May 2009

Format: Event and Product Launch with Full Team Project Management

Results: 46,000 participants in 48 countries for online event. Generated nearly \$600K in revenue plus increased internal opt-in list by over 40,000 subscribers in 4 weeks.

Client comments:

“After bringing him in to run a successful ‘test’ campaign for one of our lower-priced packages, I decided to hire Jeffrey Howard to manage a much larger project for us called the Tapping World Summit. His insights and marketing sense added tremendous value to the project, plus he brought in and managed a highly professional team to handle product design, manufacture and shipping fulfillment, web design, customer support and technical services. Jeff personally wrote amazing web and e-mail copy, managed and promoted our affiliate campaign, created and implemented internet marketing and social media strategies that created a viral worldwide explosion of attention for our event, and seemed to just magnetically draw people to register for the event and ultimately purchase our back-end products. We couldn’t be happier with results. Thanks to Jeff and his team, we added over 40,000 new subscribers to our list, had over 46,000 people register to the event, added nearly 300 new affiliates to our team, and generated well over a half million dollars in revenue in only about a month’s time. He was also very easy to work with and excellent with maintaining open communication. Thanks Jeff! We can’t wait to work with you again on the next big project!” ~ Nick Ortner, producer of the global EFT tapping event, “Tapping World Summit”

Try it on Everything (DVD/Book Combo “Pick Your Own Price” Marketing Campaign)



Nicolas Ortner –
www.TryItOnEverything.com/pickyourprice

June 2009

Format: 7-day Email Campaign/Event (4 emails in seven days) allowing the client to “Pick Your Own Price”

Results: Generated over \$74K in sales in 7 days with a product with variable pricing from \$15 (70% off) to \$100 (double the regular price) to an internal list of 63,000. This project required that I create a campaign that would compel people to choose their own price, including a price DOUBLE the price at which the same product could be purchased every day. Over 56 people purchased at double price.

Platinum Achievers Package (Book/CD/MP3 Marketing Campaign)

July 2009



Dr. Joe Rubino –

<http://www.theseffesteemsystem.com/gratitude>

Format: 7-Day Email Campaign/Event (3 emails in seven days)

Results: Increased previous sales of product for the same period by over 500%

Client Comments:

“I brought in Jeff to develop a campaign to move a product that had previously created some marketing challenges for us. In only one week’s time, he created the copy, web page and marketing emails that increased sales of that product by over 500%. His knowledge of the personal development industry and marketing strategy, coupled with his attention to detail and understanding of core success principles is a rare combination to find in this industry. Jeff was very easy to work with, and I instantly felt a great rapport with him. I was very comfortable trusting him with full access to adjust key elements inside my shopping cart, web site and email systems. I strongly encourage you to talk to Jeff about your next product launch or marketing campaign.” ~ Dr. Joe Rubino - Life Optimization Coach, The Center for Personal Reinvention

Tapping World Summit (repeat performance of previous Summit managed internally on Mercola.com)

August 2009

After the stellar success of the EFT/Tapping World Summit in April 2009, it was requested by Dr. Mercola (owner/partner in the largest alternative health web site in the world) that the Summit be repeated internally to Mercola.com’s audience. We repackaged, laid out the map and plan for success, managed the event support from the outside, and managed the production of inventory, while Mercola’s team ran the event internally with all our materials.

The event was another huge success pushing sales and back-end revenue near or beyond the 7-figure mark for the combined EFT/Tapping World Summit events.

The Secret of Intentional Wealth with Margaret Lynch **(Product Launch, complete launch management including product development)**

November 2009



Format: Product Launch with Full Team Project Management

Results: Starting with a list of approximately 500 and only five affiliates, during a 4-week product pre-launch campaign and actual product launch, we accomplished the following:

- Built up internal opt-in list of almost 60,000
- ***Generated six-figures in sales***
- Increased affiliate sales team from 4 to over 700 affiliates in 4 weeks.

Client comments:

"Jeff is a copywriting god!" [Quote from Margaret's book credits]

"Jeff Howard is a master at his craft and has the connections to make it happen for you in the internet marketing arena."

I hired Jeff because I wanted a turn-key product launch that would put me on the map. By "turn-key" I mean I wanted an expert I could trust to create and run a product launch while I stayed focused on running my business. Jeff came with a track record in my industry, well-recommended and with a network of affiliates far beyond what I could have hoped for. True to his word, Jeff worked incredibly hard to insure each step of the project was coordinated, rolled out and working exactly to his standards. During the launch he was tireless in his focus on optimizing the sales page, sales process and sales copy for highest possible sales/conversion rate. I was able to not only achieve fantastic six-figure sales in a very short time, but I also built my list from 500 to almost 60,000 people, and went from only 4 affiliates to over 700...definitely putting me and my product "on the map."

~ Margaret Lynch, Creator of Secret of Intentional Wealth.

Background and Biographical Information



Jeffrey Howard

Jeffrey Howard has often been called a modern-day 21st Century Renaissance Man. His multifaceted skill-set and background make him one of the most valuable business consultants in the industry.

His deepest passion is helping people discover and then act upon their dreams, and achieve their greatest potential in life.

Jeff's talents, skills and abilities include being a prolific and creative writer (including marketing and sales copywriting), international public speaker, life and business coach, trainer, musician, composer, photographer, investor, entrepreneur and internet marketing strategist.

His wide-ranging entrepreneurial background makes him a sought-after business coach, mentor and consultant.

He is an avid and ongoing student of the ever-evolving world of internet marketing and social media and has parlayed that knowledge into multiple five- and six-figure product and service launches for clients, as well as for his own products and services.

Oh yes, and he's a dedicated Dad with four energetic boys and also enjoys a blissfully happy and exciting romantic relationship.

He currently resides in the beautiful wine country of Northern California and spends his free time writing and playing new music.

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Twitter: www.Twitter.com/mastermindmentr

Facebook: www.Facebook.com/JeffreyHoward



April Davis – Executive Assistant and Project Coordinator

April Davis was raised in an entrepreneurial family. She understands the struggles of running a small business, and has devoted her life to helping to bring out the entrepreneurial spirit in others. She has a profound love of learning and has been lovingly nick-named "knowledge" by those who know her well.

April has over 20 years of experience in project management and coordination. Her talents and experience include journalism, event coordination, convention coordination, meeting planner, business builder, sales and marketing, internet product launch, team management, customer service, transcription, proofreading, creative writing, photography, education, life coaching, as well as having started and run several successful brick and mortar businesses.

She is a devoted wife of 15 years and mother of 5 beautiful children, all of whom are healthy, happy, and full of energy.

Contact Information for April:

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Direct Phone: 702-635-9909

Twitter: www.Twitter.com/aprildavis

Facebook: www.Facebook.com/AprilDavis

***** Due to heavy demand, we only accept high-quality, high-integrity, exceptional and qualified clients and JV partners.**

Please call for more information on scheduling and availability