

Branded Mindset Cards for Coaches/Advisors:

Convert intention into action with a take-home tool for your clients

Your expertise, insight and advice is your business. But the best advice in the world means nothing unless it is absorbed and action is taken to shift behaviors and beliefs. How are you reinforcing your messages with your clients? How are they utilizing them in their daily activities? Consider the value of offering your clientele an actionable tool that improves retention, implementation, and their results...

Specific benefits to coaches and advisors:

- **Differentiate yourself:** Your background, perspective and advice are all unique. Now your method of reinforcement can be too. Is your competition using Mindset Cards yet? If not, be the first.
- **Build your value:** Your clients work with you because they value your insight and advice. They trust that you can help them overcome obstacles. Branded Mindset Cards can add significant value to this relationship...and when your clients see better ROI, they'll keep coming back for more.
- **Generate income:** With Branded Mindset Cards, you can order as few as 100 sets so your initial investment won't break the bank. At a suggested price of only \$20, they're an easy sale, and even with the minimum order, you'll see a return of at least 50% per set.
- **Reinforce your brand:** Comprehensive and visually consistent materials are key to your credibility and professionalism. Branded Mindset Cards keep your brand and your value top of mind.
- **Convert clients into more leads:** We all know the importance of referrals and the role they play in our success. By offering Mindset Cards as a follow-through tool, your clients will see better results. And satisfied clients generate more quality referrals for you.

Call us at
732-302-9300
to find out
how we can
help you.

What are Mindset Cards?

Let's face it: People suck at change. Whether it's a personal decision to lose weight or a professional one to get your sales people to sell more, change is hard. Though there's ample research to back this up, each of us knows this to be true from our own experience.

It's not that we don't understand intellectually why the change must occur. It's that we're just downright horrendous at turning our best intentions into action that produces lasting change.

Mindset Cards make it easier. They're tools that reinforce the mindset you'd have if you had already successfully made the change. Just like the flashcards you used in elementary school to learn your multiplication tables, Mindset Cards use repetition to train your mind to adopt the thoughts and behaviors associated with the change you want to make.

Branded Mindset Cards are ideal for coaches and advisors. Your messages and your brand, all rolled up into one powerful tool. An effective way to reinforce the changes your clients need to make.

MindClings®

www.mindclings.com



What's inside?

Each set of Branded Mindset Cards includes:

- A set of cards containing your key points or messages in the form of statements on the front of each card and follow-through questions (or simply your branding) on the backs
- Your welcome letter (customized by you)
- Instructions for the use of the cards
- A full-color 6x9" envelope, customized to your brand

"As a business growth coach I see the challenge of creating positive change literally every day through the experiences of my clients. I use my Mindset Cards to complement my coaching materials. Not only do they extend my brand presence, but they also add value as a companion product that encourages change in my clients."

- Mark Green, Performance Dynamics Group LLC



What's important to us

THE DRIVE • We have a passion for enrichment – expansion and improvement of people's lives, as well as their businesses, programs and products. We want to see you succeed as much as you do. Having spent decades engrossed in personal and professional development, we've come to understand that having the right mindset and focus makes all the difference. We want to bring you the best of what we've learned so you can use it to expand your potential and your business. If we're promoting or selling it, we believe that it can help you reach greater heights. We're thrilled to be in a position to help build up people while we build up a business.

THE DIALOGUE • Feedback is very important to us – before, during and after the ordering process. With your input, we're able to make better recommendations, improve products or processes, and address any concerns that may arise.

THE ENVIRONMENT • Our commitment to sustainability is an integral part of our company culture, as well as our individual lives. As a company, we are always searching for ways to reduce our environmental footprint. Currently we're making the switch to FSC-certified paper for all of our materials, and have converted some elements (like this PDF) into strictly online versions to minimize the amount of paper waste. As you come across information you'd like to save, please consider whether or not you need to print it. If you do, please recycle. It may seem like a small gesture, but if we all do our part, the impact on the environment is great.

Sample shows envelope, cards welcome letter, instruction sheet. Statement cards are the size of typical business cards (2 x 3.5") and come packaged in a small envelope (not shown)

FAST FACTS:

MINIMUM QUANTITY >>

100 sets

SUGGESTED RETAIL PRICE:

\$20 per set

PER SET COSTS:

Under \$10

for quantities of 500 or more