

# Branded Mindset Cards for Meeting Planners and Event Coordinators:

## Bring more value to the table

We've all attended a conference or seminar that was really inspiring with great insight and powerful suggestions for change. Then we've also done nothing with the information besides offer it a place on our bookshelf! It happens all the time, but there's a way to help your clients around this unproductive pattern.

### Specific benefits to meeting planners:

- **Showcase your value:** As a meeting planner, you face an ongoing challenge to be viewed as more than just a coffee cup counter. Here's one way you can add measurable value to your next meeting. When attendees go home with Branded Mindset Cards tailored specifically to the key points of the meeting, they are much more likely to retain the messages and act on them. Far more productive than giving them a travel mug with a logo on it.
- **Differentiate yourself:** Your background, perspective and advice are all unique. Now you can further differentiate yourself from your competitors by offering a valuable addition to your clients' events.
- **Generate income:** Independent meeting planners can also become MindClings affiliates. Every time one of your clients places an order for Mindset Cards, you'll earn a referral fee. Look online at our affiliate program for more details.
- **Help clients reinforce their brand:** Comprehensive and visually consistent materials are key to a company's branding efforts. Reinforce your own brand-savvy expertise by recommending a product that showcases their brand and their key messages.
- **Convert clients into more leads:** We all know the importance of referrals and the role they play in our success. By offering Branded 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 make an ideal companion to meetings and conferences. They allow you to streamline and reinforce the key messages, and encourage attendees to take action towards sustainable change.

MindClings®

[www.mindclings.com](http://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

*"Having spent many years in this industry, I know what a challenge it is for meeting planners to increase their value in the eyes of the client. I've used them in my own business so I wouldn't hesitate for a second to suggest Mindset Cards as a take-home item for meetings or conferences. The value added far outweighs the cost and in this day and age, ROI is on everyone's mind."*

- Joanne Dennison, Ordinary Success



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)

## 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.

## FAST FACTS:

MINIMUM QUANTITY >>

100 sets

SUGGESTED RETAIL PRICE:

\$20 per set

PER SET COSTS:

Under \$10

for quantities of 500 or more