

Branded Mindset Cards for Professional Speakers & Trainers: Generate income. Build your product line. Reinforce your message.

When speaking to groups of people is your business, you're keenly aware of the importance of first impressions. But we'd like to take a moment to shift your attention to last impressions. Is your audience remembering your message the next day? Or the next month? How are they using your advice? When Branded Mindset Cards go home with your audience, your message is turned into a results-driven tool, increasing the value of your presentation.

Specific benefits to professional speakers and trainers:

- **Differentiate yourself:** You work hard to make your message and your delivery unique. Now you can offer a unique take-home item that reinforces your message and your brand well after the presentation is over. Is your competition using Branded Mindset Cards yet? If not, be the first.
- **Expand your product line:** We all know how important back-of-room and online sales are – when your message really resonates, people want take a piece of you home with them. Mindset Cards offer a quick and easy way to add to your product line.
- **Generate income:** With a minimum order of only 100 sets, your initial investment won't break the bank...and at a suggested price point of \$20, they're sure to be a popular back-of-the-room sale item at your next presentation or even on your Web site.
- **Easy distribution:** Each set of Branded Mindset Cards comes neatly packaged in its own envelope, so for online sales, all you have to do is drop them in the mail. The small, flat format also makes them easy to bring along to out-of-town presentations.
- **Reinforce your brand:** Comprehensive and visually consistent materials are key to your credibility and professionalism. Branded Mindset Cards keep your brand and your messaging top of mind.
- **Convert attendees into fans:** Word-of-mouth marketing, referrals, testimonials – we all know the important role they play in our success. By offering Branded Mindset Cards as a follow-through tool, you can increase the value of your message. Your attendees will see better results and you'll grow your fan club!

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.

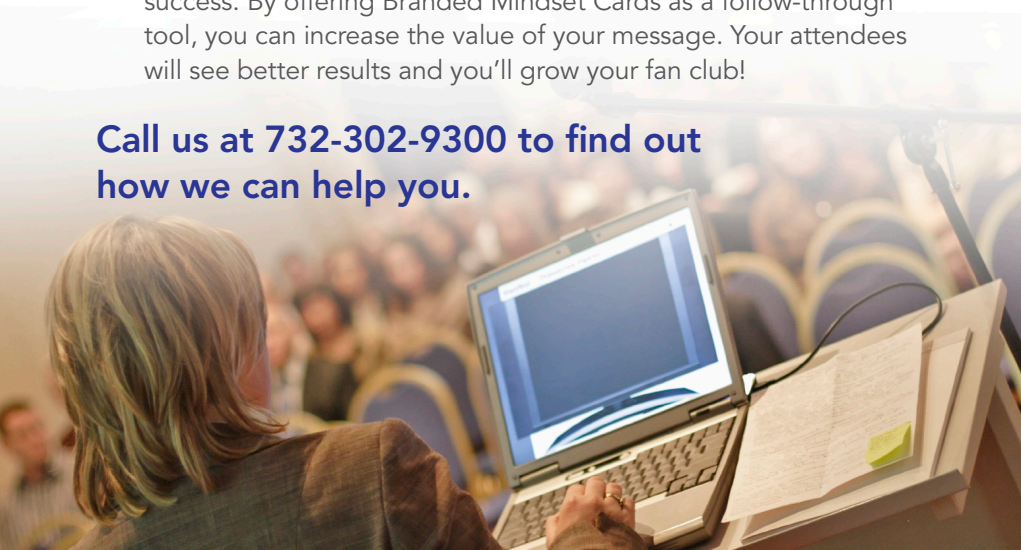
It's not that we don't understand intellectually why the change must occur. It's that we're just downright horrendous at turning our best intentions into action that produces lasting change.

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 the perfect fit for professional speakers and trainers. Your messages and your brand, all rolled up into a powerful toolkit. An effective way for your audience members to take a piece of you home with them.

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

"If there's one thing I've learned from speaking over the years, it's that people want to take a piece of you home with them. Back-of-the-room sales are key, but it's not always easy to develop them. I love that the Branded Mindset Cards are quick and simple to create AND they offer value to the audience."

- 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