

Branded Mindset Cards for Professional Development and Sports Training Institutes:

Add value without killing your profit margins

People attend your programs and workshops because they want to make positive changes that yield better results. They place their trust in you to help them overcome obstacles. Branded Mindset Cards can improve retention of key messages and behaviors promoting more sustainable results. The actionable toolkit makes a great take-home item that reinforces your brand and increases the value your clients take home with them.

Specific benefits to training institutes:

- **Increased retention rates mean higher ROI:** Branded Mindset Cards increase attendees' retention of the program's content. They sharpen the focus on your key points and provide a method for shifting behaviors and mindsets. Using this follow-through tool, your attendees will experience better results. Your lessons become more effective and more valuable, which equals better ROI.
- **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.
- **Increased leads and referrals:** Word-of-mouth marketing, reviews, testimonials – we all know how important they are to your success. By offering Branded Mindset Cards as a follow-through tool, you'll increase the value of your program and keep your lessons in front of attendees for a much longer period of time. A valuable program with reminders built right in? Your organization will be top-of-mind...the best place to be for referrals!

Call us at 732-302-9300 to find out how we can help increase the value of your training programs.



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 an ideal companion for training workshops. The potential for information overload is high, so streamlining your key points is critical. A powerful way to encourage attendees to take action towards sustainable change.

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 your branding on the backs
- Your welcome letter (customized by you)
- Instructions for the use of the cards
- A full-color 6x9" envelope, customized with your branding

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