

# MONEY DNA

## CORE TRAINING PROGRAM

Align Your  
Marketing,  
Mindset and Message  
to Create a  
*Profitable,  
Sustainable and  
Enjoyable  
Business!*



Dear Entrepreneur,

I believe that anyone who owns their own business deserves to prosper, and create abundant income with the freedom to do work they love. And to know exactly how to turn their passion into programs, services and products that generate consistent profits, regardless of what's happening in the economy.

However, so many entrepreneurs are struggling and are unsure how to grow their income and find consistent paying clients. A recent study of entrepreneurship in the United States showed that 8 out of 10 entrepreneurs who start businesses fail within the first 18 months, and only 5% of them ever make it to \$100,000.

The good news is that it doesn't have to be this way. In fact, this is exactly why I've created the Money DNA Core Training Program, to support heart-centered entrepreneurs, just like you, to be among those who create a successful practice both short and long-term.

Why do so many entrepreneurs not experience consistent income growth? Without the required step-by-step guidance, support and knowledge of what to do and when, it's difficult to reach your goals. There are many obstacles that hold you back or slow your progress, which leads to reduced confidence, fears and self-doubt.

**Now is the time to overcome your challenges and create a highly profitable, enjoyable, and sustainable business. You will learn to leap from where you are now into your next highest level of financial achievement and freedom in your business.**

This program will help you quickly build your income, streamline your marketing, and break free of the challenges that hold you back from creating the business and lifestyle you deserve.

It delivers online marketing training, systems and scripts, "done-for-you" templates to help you speed up your implementation time, structured Q/A and coaching, plus a rich, supportive community of like-minded entrepreneurs. All designed to help you believe in yourself, take action and see quick results, and breakthrough into a new level of confidence and self-worth.

The Money DNA Core Training Program works for you if you're an experienced entrepreneur, and want to get to the next big level of income and success. It's also perfect if you're just starting out and want to set yourself up for long-term profits and success. You'll learn how to create a business that offers you more time, flexibility, income and leverage, all while helping you serve the people you're meant to help in a bigger way.

**It's about fulfilling your destiny to make the world a better place, and serve your clients in the best way possible. All while creating a business that brings you a lifestyle you want and deserve.**

As you look through the following pages, allow yourself to see the future you want to create and imagine the effect that this kind of training can have on your income. Then, join us by enrolling today.

The time is now, your future is ready, and I'm honored to support you to achieve greatness!

Love and success,

*Robert*

Robert Notter,  
Founder of The Money DNA Core Training Program

## OUR MISSION

We believe that holistic entrepreneurs are here to change the world and stand on the front lines of positive change on the planet. Which means, it is the duty of every business owner to think bigger, and step into their power to fulfill their mission. By developing, training and inspiring entrepreneurs to authentically reach their income goals with integrity, we help them realize their true potential, abundance and dreams.



# Money DNA Core Training Program Privileges

- ★ **Live Success Retreat with Robert in New York City**

This retreat skillfully blends in-depth training, coaching, exercises, and masterminding on your marketing, along with Robert's powerful coaching to help you create big income breakthroughs. This exciting format is designed to help you understand at a deep level how to move your business forward by quantum leaps instead of by incremental steps.
- ★ **6 Success Training Modules**

You'll receive curriculum-style marketing training, during the course of 6 Training Modules, in each of the the module weeks. Each module is webinar based, and consists of 2 trainings per each of the modules (for a total of 12 classes). Each training includes detailed content, exercises and assignments so you can achieve your income and business goals. You can learn more about the module topics on the accompanying pages. You'll learn at a comfortable pace, and each module will show you step-by-step exactly what to do to grow your business. The modules are available for viewing online from your computer, mobile device or tablet.
- ★ **6 Live Q/A & Implementation Calls**

Each month, for a total of six calls (one call per month), you'll be LIVE on the phone with Robert and your program colleagues, giving you the chance to get direct and personalized coaching about your business and marketing strategy. You'll have your questions answered live, and will stay in action, work through any challenges and easily overcome fears or self-doubt. You'll know what to do and when, to get to the next big level of income. This direct access to Robert is priceless.
- ★ **Done-For-You Materials**

Each training webinar includes step-by-step templates, handouts and worksheets, all available for immediate download, showing you the right steps to take and in the right order. These beautiful, full color templates represent all of Robert's expertise and knowledge of how to succeed quickly, saving you money, time and effort.
- ★ **Recordings of All Core Training Program Calls**

All program calls are also available for replay, and are recorded for you to listen to at your convenience. You can listen at home or on the go, and are yours to keep forever. Plus, you'll have access to the call recordings for the lifetime of the program!
- ★ **Progress Report Tracking**

Staying accountable is a big key to success. You'll receive a digital progress report to complete each month to submit to the program team. This will help keep you on track, to reach your goals and have a clear action plan for success. And, to overcome any challenges you face along the way.
- ★ **Exclusive Online Forum**

This is a highly valuable opportunity to connect with Robert and your program colleagues, to ask questions, get feedback, share resources, run ideas past each other, and more. You can continue your learning at any time during the program, and have the chance to get support and stay accountable.



# Your Program Success Modules

## **Module 1: Profit Plan**

### **Create a solid foundation for long-term revenue.**

- ★ Strategies to translate your core skills and expertise into a profitable business
- ★ How to determine the best business model for your profit goals
- ★ The top 3 systems you'll need to ensure your income continues to grow
- ★ How to stand out from your competition, and become a walking billboard for success
- ★ Income planning and goal setting made easy (time to think big!)
- ★ How to create your success mindset to attract the clients you want (and tools to stop letting fears hold you back)

## **Module 2: Communication Fundamentals**

### **Develop a plan to connect with your audience.**

- ★ How to connect with your ideal clients so you speak the same language, and they know why you are the person they should hire
- ★ How to master the art of small talk, so someone is immediately ready to take the next step
- ★ What topics and themes to include in your promotional campaigns, even if you're just starting out
- ★ Ways to create content for your website and social media that motivates your prospects and clients to invest in your work
- ★ Experience a simple mindset shift that will help you overcome any fear you may have around selling yourself
- ★ Know the best strategies to promote your workshops and teleclasses, including no-cost and low-cost options

## **Module 3: Grow Your List**

### **Quickly and strategically build your contacts.**

- ★ The best strategies to have a consistent stream of new prospects coming in the door, even while you sleep
- ★ Exactly how to create and structure your "free giveaway" so that you increase your lists by 100s and even 1000s of people
- ★ How to approach list building partners so they are eager to promote you to their list, so you save time and quickly find more potential clients
- ★ How list building fits into the bigger picture of both your short-term and long-term business profitability
- ★ Why building your list is a lot like building personal relationships, and how to master the art of connection
- ★ How to use social media to exponentially increase your visibility and credibility, as well as build your list in record time

# Your Program Success Modules

## Module 4: Offerings

### Craft your lucrative mix of products and services.

- ★ Learn to create your “signature program” that will consistently grow your income and attract all the clients you need
- ★ Identify your unique product mix, to meet prospects where they are so they say yes at every level
- ★ Learn exactly what to charge (and how to convey that value) so you earn wonderful money and own your worth
- ★ Know how to automate your sign up process, so you get new clients in your email inbox and voicemail, every day
- ★ Understand what your ideal clients are thinking about, and how it relates to your ability to have them take the next step at every phase of the sales cycle and the next step to working with you
- ★ Decide if you want an application process for your programs, and if so, how to implement

## Module 5: Marketing Strategy

### Leverage your promotional plan for consistent clients.

- ★ How to make sense of the marketing puzzle, and understand which marketing strategies are essential for you, based on where you are in your business now
- ★ The art of copywriting, and how to master it even if you think you’re not a good writer
- ★ How to structure your marketing plan, so you reach your ideal clients at every step of their buying/decision making process, in way less time
- ★ How to create a marketing/promotional timeline, and exactly what to send and at what time in your marketing sequence, so your followers stay interested and spend money to join your programs
- ★ The truth about how to build a 6-figure business, and what mistakes to avoid along the way
- ★ How to authentically include a call to action in every piece of your marketing, so your readers/viewers/followers take the next step to hiring you

## Module 6: Authentic Selling

### Skyrocket your sales with integrity and consistency.

- ★ How to determine where your ideal clients are, and how to let the right ones in the door (velvet rope policy)
- ★ The top 10 characteristics that pre-qualify a client who know will pay you on the spot
- ★ Word-for-word how to authentically lead sales conversations (script included), so your potential client says yes to your offering almost every time
- ★ How to overcome, once and for all, the top objections someone has to your programs (not enough time, too expensive, have to talk to my spouse/partner)
- ★ When to offer your program to a potential client, and exactly how to describe your offering
- ★ How to powerfully talk about prices, in a way that you own your worth and continually increase your fees

◆ **BONUS 1: Niche Breakthrough Audio Training**

In this downloadable audio, you'll learn how to find your perfect niche. You'll know the exact types of ideal clients who are ready to invest in your programs and services. Your niche is the most critical success ingredient of your business foundation. During this audio, you'll learn who your "tribe" is, where to find them, and exactly what they're looking for. This way you can authentically market to them in a way that has them saying yes to investing in your programs and services.

Value: \$697

◆ **BONUS 2: Success Jumpstart Call**

Bonus "kick start" call in June to get your business prepared for an awesome start in the program. You'll receive coaching from Robert focused on setting your goals and being clear on how you want your income to grow. Plus, live coaching on how to get the most from the Money DNA Core Training Program. This is the perfect opportunity to begin making important mindset shifts and prepare yourself for taking a big leap forward, plus connect with your Money DNA colleagues.

Value: \$197

◆ **BONUS 3: Networking Success Secrets Bonus Video Training**

You'll learn the most effective and simplest ways to get out there and network, to both find paying clients and quickly grow your contact list. Even if you're introverted, this video will teach you where to network, how to network, and even how to create your own unique Elevator Speech. You'll know what to do every time you are out and about connecting with people, to have many new contacts take the next steps to join your programs and courses, and have fun while you do it!

Value: \$497

◆ **BONUS 4: Money Breakthrough Bonus Video Training**

This bonus video will teach you how to overcome, once and for all, any limiting beliefs about money or the value of your work. This patented, step-by-step process, will help you earn more money by removing the blocks (unconscious and conscious) that you have around your income. You'll work through past limitations with wealth and learn to release the negative people and situations in your life that keep you from unlimited income. You'll confidently own your worth, charge what you deserve, and claim your money power.

Value: \$497

◆ **BONUS 5: 6-Figure Newsletter Secrets Handbook**

You'll learn exactly how to create, write, deliver and organize your newsletter. Even if you're not a good writer, you'll feel confident sending your E-zine out and know what to write so that your clients say yes to your promotions. Plus, you'll save time by learning how to automate the process, manage your contacts and stay in touch. This way, you'll grow your income even while you sleep.

Value: \$397

◆ **BONUS 6: Income Generating Rolodex**

Free downloadable copy of Robert's Success Rolodex, full of resources to use, at a special savings, to grow your business (newsletters, client payments, online scheduling, audio recordings, teleseminar hosting, websites, shopping carts and much more).

Value: \$197



## Money DNA: Diamond Level Option

This Diamond Level option is for high-achievers and will challenge you to stretch and grow beyond your current paradigm, into an accelerated new level of action, implementation, impact and freedom. Diamond Level members enjoy direct access to Robert, including his intuitive insights and creativity, focused on leveraging the brilliance of YOU and your expertise into a business that is enjoyable and highly profitable.



The ultimate focus is on growing your business by big leaps, personalized attention, private one-on-one coaching with Robert and customized training on key business and marketing topics, with accountability and support. This program option is designed to help you achieve your greatest potential, celebrate extraordinary action and step into your next level of authentic power.

In addition to the measurable, practical business benefits of being a Diamond Level participant, you'll experience breakthroughs at the mindset level, helping you let go of old programming, people and habits that no longer serve you, replacing them with the new authentic version of you that in your heart, you know is your path.

If you're ready to have even bigger breakthroughs and quickly grow your income, then this option is for you. In addition to receiving *ALL of the regular Money DNA Core Program options (described on the previous pages)*, you'll have the ELITE opportunity to be **one of only 4 people** who are accepted into this Diamond Level to receive one-on-one private mentoring with Robert.

**The Diamond Level Option includes all of the benefits of the Money DNA Core Program, plus the following:**

### ★ 6 Private, One-On-One Coaching Sessions With Robert

Diamond Level members benefit from scheduled 40-minute private coaching calls focused on helping you strategize, implement, leverage your opportunities, learn new skills, answer questions and both challenge and inspire you to accelerate your progress with grace and ease (and no overwhelm!). These powerful sessions will transform your business.

### ★ Email Accountability Between Sessions

You'll have Robert's private email to check in and have support between sessions and teleclasses for extra accountability. You can follow up and stay on track with your goals.

### ★ Money Breakthrough System Virtual Retreat

This full day of live coaching with Robert will confidently help you learn to double and triple your income. You'll uncover the belief systems and past programming that limit your income; how to heal your family's legacy with money; simple steps to create a money attraction mindset; and the most critical steps to implement so you consistently earn money in less time.

### ★ FREE Downloadable Marketing Training

You'll receive a free copy of one of Robert's complete telecourse series, which he will launch during your program.

## Testimonials



My marketing approach has totally changed from struggle to thriving. I have my niche clearly defined, and best of all, I am making more money and enjoying it more.

**I earned more in the first 2 months of this year than I did all of last year!** I can see now how to keep building it bigger. I am creating a 'program plan' for the whole year, with a clear timeline for when to communicate it. Plus, I know how to promote in an authentic way, that grabs people's attention, and there's no stopping me now!

Paula Antonini

Robert's support and teachings made finding clients easy and fun. **I'm attracting elite clientele who pay \$1,500 a month for my platinum program.** I radiate gratitude for the work Robert does in this world. His skills and knowledge allow me to fulfill my dreams and help change the way the world eats...one person at a time.

Alison Suter



Thanks to working with Robert, my business is booming. **I have so many paying clients that I have to quit my day job,** and it all happened in just a month after I started working with him! I have twenty paying individual clients, a group program and **a waiting list because I have so many people interested.** Robert taught me how to find my true niche and he supported me step-by-step.

Jenna Bayne

My newsletter subscriber contacts have increased by over 600% in just 3 months. I've also **made more money in the last 4 months than I have ALL of last year.** Robert has helped me gain confidence and **believe in myself,** and support my clients. He encourages me to reach higher than I could have possibly imagined. Deciding to work with him in his coaching program has been one of the best choices I have ever made.

Mark Carlson



Working with Robert helped me to prioritize and focus. He helped me to assess my worth and move pass blocks surrounding being paid more. In fact, **I have doubled my coaching rates, and people are consistently signing up!** Today my business is way more profitable, and has many more income streams. It really makes a huge difference when you work with Robert, no need to struggle when you can get someone who can help you grow your clientele, and be profitable.

Reese Young

Robert **helped us get out of overwhelm** and inconsistent marketing, and really understand what we wanted to create in our practice with profitability. **Our list has doubled** since working with Robert and now we know what to do to find and attract the right people. In fact, after one of our talks, the American Diabetes Association contacted us to do a demonstration at their expo. Now we know how all the pieces come together to make a long-term, results-oriented plan and we have the confidence to execute that plan!

Cindy & Jeff Berkowitz

