



INCOME *Reinvention*

Core Training Program

Reignite Your Success
And Increase Your Profits
During 12 Weeks Of

*Personal and Professional
Transformation*

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 five percent 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 Income Reinvention 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 Income Reinvention 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 Income Reinvention 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.



Income Reinvention Core Training Program Privileges

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 (review the calendar page for schedule). 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.

3 Live Q/A & Implementation Calls

Each month, for a total of three calls, 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

Your Success Schedule

 1 Module 1	 7 Q/A & Implementation Call
 2 Module 2	 8 Action Week
 3 Q/A & Implementation Call	 9 Module 5
 4 Action Week	 10 Module 6
 5 Module 3	 11 Action Week
 6 Module 4	 12 Q/A & Graduation Call

Your Program Training Sequence

We know many of you would love to have all of the modules at one time, but that's not how to make the most of the program. The Core Training Program curriculum and learning experience are all carefully and strategically designed so that you can complete each module, one week at a time. You'll also be given assignments and handouts that are complementary to the modules and in a corresponding action order. Everything has been set up to help you get the best results now and in the future. We've designed the program with you in mind, and take into account the tens of thousands of clients and course participants Robert has worked with over the course of his 12 years in business, so we know exactly what works. So, you need to trust the process, let us guide you, and it's vital that you complete the lessons in order, as designed. We've got your back!

Plus, we want to help you avoid any overwhelm and stay organized, to make sure you complete the program and achieve all of the amazing results. It's not just about taking the steps, it's about when and what you do, in what order. Plus, it's an opportunity for you to learn and grow, and overcome any challenges or fears that come up along the way. This is a marketing training program, but so much more. Your success is dependent on your motivation, dedication and commitment, and to letting us support you every step along the way! Remember, once you complete the full program curriculum, you'll have lifetime access to the recordings and can re-visit the modules in any order you like, as often as you want!

◆ **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 say yes to investing in your programs and services.

Value: \$597

◆ **BONUS 2: Success Jumpstart Call**

Bonus "kick start" call in March 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 Income Reinvention 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 Income Reinvention 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: \$397

◆ **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: \$397

◆ **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: \$297

◆ **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

