

CLEAN IS NOT ENOUGH!

**For Residential Cleaning Professionals
MasterMind Group Application**

Fax completed application to 888.536.5596

Who Should Participate In Our MasterMind Group?

Owners of Residential Cleaning Services who are...

- 1) Forward-Thinking Business Owners/Entrepreneurs**
- 2) Business owners who have real urgency for change in their business**
- 3) Business owners who are serious about working less and doubling their profits**

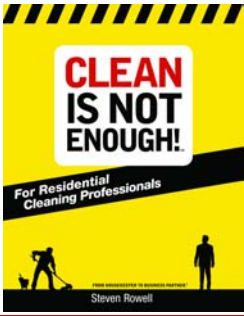
Who...

- Has an honestly open mind and progressive attitude.
- Is extremely busy and needs a time-efficient way to learn and grow.
- Is highly motivated to make improvements in marketing, sales, hiring, and training methods.
- Is eager to substantially increase their income.
- Is eager to bend the business to facilitate personal and lifestyle preferences – to be its master, not its slave.
- Is willing to share ideas and experiences and help other like-minded business professionals.
- Values being a part of a creative process.
- Is a lifelong learner who is always seeking improvement.
- Is willing to acknowledge their fears but, with coaching, is committed to working through their fears.

Who Should NOT Participate?

Individuals who...

- Are set in their ways, stubborn, fearful of change and/or ignore truth.
- Are satisfied with or married to their present advertising, marketing, and sales methods.
- Have no need or desire for increase of income, wealth, or business value.
- Are selfish, unappreciative and/or have poor integrity.



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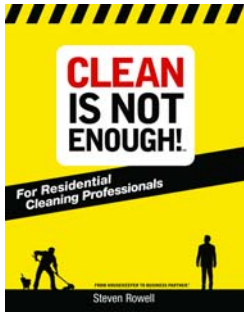
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**Complete this profile to see how much you will benefit from joining my
CLEAN IS NOT ENOUGH! MasterMind Group**

Questions	(please check one)	
	YES	NO
1) Would you like to receive the benefits of a "sounding board" from other successful business owners?	<input type="checkbox"/>	<input type="checkbox"/>
2) Would receiving friendly accountability and encouragement be just the thing to help you get your business to the next level?	<input type="checkbox"/>	<input type="checkbox"/>
3) Are you interested in facilitated, accelerated learning and deeper application of Steven Rowell's PROVEN marketing and training for your business?	<input type="checkbox"/>	<input type="checkbox"/>
4) Do you find you rarely have time to focus on these important business concepts: advertising, marketing, sales, and building your business on your own, even though you know this is your priority to grow your business?	<input type="checkbox"/>	<input type="checkbox"/>
5) Would you gain valuable insights by joining a group of like-minded, progressive business owners applying the same ideas to strengthen the courage of your own convictions?	<input type="checkbox"/>	<input type="checkbox"/>
6) Would associating with a focused group of successful entrepreneurs stimulate your imagination while inspiring you to take action and do more?	<input type="checkbox"/>	<input type="checkbox"/>
7) I am willing to be open and share confidential information about my company and expect similar confidentiality and openness with my MasterMind peers. I am willing to sign a group MasterMind Confidentiality Agreement.	<input type="checkbox"/>	<input type="checkbox"/>

If you have answered YES to all seven questions, you are eligible to be considered for our CLEAN IS NOT ENOUGH! MasterMind Group. This exclusive group is not for everybody and to be considered for this opportunity, you must exhibit a deep and sincere interest to make a difference in your own life and be willing to help your peers.



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YES! I want to be a member of the
CLEAN IS NOT ENOUGH! MasterMind Group!
Please consider my application!

MasterMind Membership Includes:

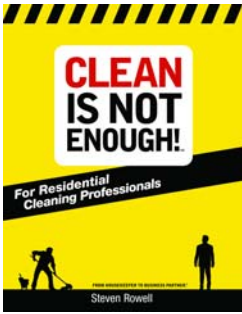
- Twelve monthly, one-hour MasterMind tele-meetings facilitated by Steven Rowell. Content has been custom-designed exclusively for our MasterMind meetings.
- Twelve monthly, 60-minute teleconference meetings for dialogue among members.
- One-Year Membership in the Millionaire Mindset Inner Circle (\$468 value) – Ezine, Secrets, and Best Practices
- Periodic e-mailings of new discoveries and information you need to see – e.g. high-end homes and joint ventures
- A strictly limited membership. Membership will consist of Residential Cleaning business owners who are serious about working less and doubling their profits and ready to implement the proven strategies necessary to make this a reality.
- EXCLUSIVE 3-day Face-to-Face Power Weekend With Steven Rowell
- "Risk Free" / Iron-Clad Guarantee

MasterMind Membership Criteria:

- Be willing to share, during the meetings, your successes, victories, failures, frustrations, and problems.
- Attend at least 80% of the monthly calls and training sessions.
- 12-month minimum commitment, and qualify as a member.

MasterMind Membership Investment Options:

- \$467.00 per month for 12 months, automatically billed to your credit card monthly.
- \$5,000 per year pre-paid in advance (A Savings of \$604.00...better than one full month free).
- Platinum MasterMind Members:* \$2,750 per month for 3 months, automatically billed to your credit card monthly.
- Platinum MasterMind Members:* \$7,500 per year pre-paid in advance (A Savings of \$750.00...better than one full month free). Includes Exclusive Bonuses (\$5,800 value)



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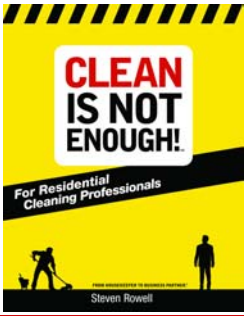
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PLATINUM MasterMind Membership

We have been overwhelmingly impressed by the commitment and urgency of all of our MasterMind Members. There is a small group of our MasterMind Members who have an even more rare condition of perfect timing with the life cycle of their business, the commitment and focus available from the owner, the urgency with which they want to engage, and the depth of their strategic opportunities facing them today.

For those who are prepared to seize this opportunity, we offer the PLATINUM MasterMind Program. This includes the following **additional Exclusive Bonuses (valued at \$5,800)**:

- All Clean Is Not Enough! Products and Tools for Free during the Year
- Private PLATINUM MasterMind Group Teleconferences with Steven Rowell and other PLATINUM Members
- Complimentary Quarterly Access to the "New Homeowners" in your area for targeted marketing efforts & two other targeted lists of homes for your direct marketing efforts—we provide the database list in Excel, we'll even mail your letters out for you, you simply pay the postage and printing
- Four (4) hours of private one-on-one tele-coaching of your office manager and office telephone receptionists--new scripts/best practices
- Private access to Steven Rowell via unpublished email/priority phone access
- Two entire "Redesign Your Advertising" Sessions that focus directly on your entire process from advertisement, print media, direct mail, telephone follow-up, gift card and direct client contact approaches
- Platinum Customized Coaching on your entire Employee Training Program, Recruitment, Hiring and Retention Process as well!
- Complimentary "Steven's Recommended Reading" of the Quarter exclusively for "PLATINUM Members"
- Priority handling of all requests, turnaround times for PLATINUM Members
- Personal Coaching and Even Telephone Calling/Letter Writing for developing your top 3 Joint Venture Partners...with training so you can repeat the successful model yourself over and over again.
- "Risk Free" / Iron-Clad Guarantee (EXCLUSIVE Bonuses Valued at \$5,800)



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Membership Application

Name _____

Company: _____

Membership Level Applying For (check one): MasterMind PLATINUM MasterMind

Description of Business(es):

Website(s) Where People Can See Your Business(es):

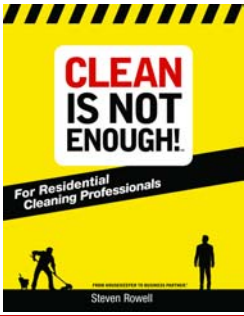
Describe briefly why you feel you are a good candidate for this MasterMind group:

Confidential Data:

Years in Business: _____

Business(es) Gross Revenue:

- | | | | |
|----------------|----------------------------------------------------|----------------------------------------------------|--------------------------------------------------|
| 2007 Estimate: | <input type="checkbox"/> Under \$250,000 | <input type="checkbox"/> \$250,000 - \$500,000 | <input type="checkbox"/> \$500,000 - \$1 million |
| | <input type="checkbox"/> \$1 million - \$2 million | <input type="checkbox"/> \$2 million - \$5 million | <input type="checkbox"/> Over \$5 million |
| 2006: | <input type="checkbox"/> Under \$250,000 | <input type="checkbox"/> \$250,000 - \$500,000 | <input type="checkbox"/> \$500,000 - \$1 million |
| | <input type="checkbox"/> \$1 million - \$2 million | <input type="checkbox"/> \$2 million - \$5 million | <input type="checkbox"/> Over \$5 million |
| 2005: | <input type="checkbox"/> Under \$250,000 | <input type="checkbox"/> \$250,000 - \$500,000 | <input type="checkbox"/> \$500,000 - \$1 million |
| | <input type="checkbox"/> \$1 million - \$2 million | <input type="checkbox"/> \$2 million - \$5 million | <input type="checkbox"/> Over \$5 million |



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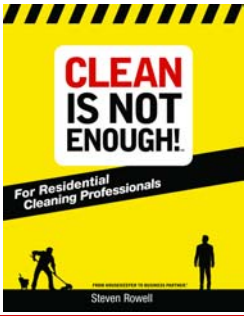
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Biggest Personal/Business Challenges: (Rank EACH 1 – 10, with 10 being IMPORTANT and 1 being INSIGNIFICANT)

- Clarity of goals and objectives:
 - Turning an ordinary business into an extraordinary business:
 - Time management and personal productivity:
 - Employees:
 - Fighting to shed limiting beliefs:
 - Confidence and/or strategies to raise prices/fees:
 - Finances – e.g. making but not keeping money:
 - Working on your business as an owner, rather than in your business as if it is a J-O-B:
 - Other:
-

Self-Assessment: (Rank EACH 1 – 5, with 5 being POOR and 1 being EXCELLENT)

- Advertising, marketing, and sales skills:
- Tough-mindedness:
- Satisfaction with income and income growth:
- Quality of work relationships:
- Quality of family relationships:
- Self-esteem, self-image, self-confidence:
- Clear, focused, actionable business goals:



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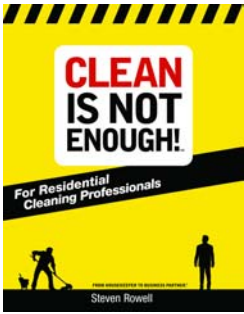
If you could only change three things in your business life instantly, what would they be?

What I need to stop doing or start doing to get the most out of this MasterMind process:

What I hope to contribute to this MasterMind group:

What I hope to get from this MasterMind group:

Other comments?



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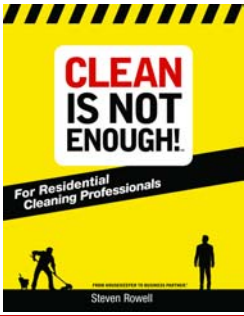
“RISK FREE” / Iron-Clad Guarantee:

You get a FULL One-Year “RISK FREE,” Iron-Clad Guarantee. If you are unhappy in any way with how the CLEAN IS NOT ENOUGH! MasterMind Program is going and can demonstrate how your involvement in it has NOT at least paid for itself, then I will immediately pay back every penny you have invested with me on this. I’m taking all the risk here. You’re taking none.

**This opportunity will be strictly LIMITED so DO NOT DELAY.
Your ONLY risk is in NOT doing this!**

**We Are Looking For 100 Owners
Who Want To Exceed \$1 Million Dollars
In 16 Months Or Less!**

Work Less And Double Your Profits!



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Membership Application

Name _____

Company: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Daytime Phone: _____ Cellular/Other Phone: _____

E-Mail Address: _____ Fax Number: _____

Website URL: _____ Birthday (month/day): _____

Select Membership Type

	Membership Category	Fee	Billing Cycle
<input type="checkbox"/>	MasterMind Member – One Year, 12 Payments	\$467.00	Monthly (12 months)
<input type="checkbox"/>	MasterMind Member – One Year, Pre-Paid (Savings \$604)	\$5,000	Annual
<input type="checkbox"/>	PLATINUM MasterMind Member – One Year, 3 Payments	\$2,750	Monthly (3 months)
<input type="checkbox"/>	PLATINUM MasterMind Member – One Year, Pre-Paid (Savings \$750)	\$7,500	Annual

Payment Options

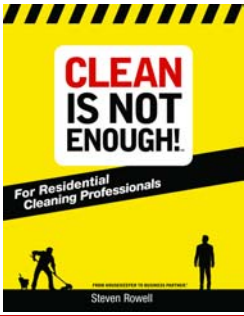
I am authorizing you to charge my (select one): Visa MasterCard American Express Discover

Card Number: _____ - _____ - _____ - _____ Expiration Date: ____ / ____ Security code (3 or 4 digit): _____

Name as it appears on credit card: _____

Month-to-month membership options must be paid with a credit card. I understand that my credit card will be assessed a monthly membership charge, if I do not choose the yearly pre-paid option above. I understand the risk-free, icon-clad guarantee.

Signature: _____ Date: ____ / ____ / ____



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Fax Cover Sheet

To: **Steven Rowell**

Fax: **888.536.5996**

From: _____

Phone: _____

Pages (including this cover): _____



Steven, count me in!

I'm Ready To Get Started Right Away!
Please find attached my application for the
CLEAN IS NOT ENOUGH!
MasterMind Program.

I look forward to hearing from you!