

GROWTH IGNITED

MARKETING MASTERMIND

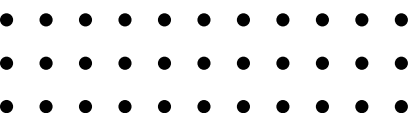
TRAINING

GUIDE

Empowering Businesses with AI, Strategy & Real Results



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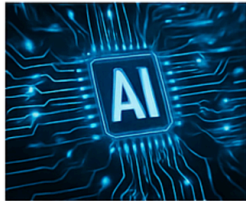
GROWTH IGNITED
MARKETING MASTERMIND

WORKBOOK



Welcome
GROWTH IGNITED
MARKETING MASTERMIND

Empowering Businesses with AI, Strategy & Real Results



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Success Starts Here!

October 24-26, 2025

**Empowering the Growth of Your
Business with Cutting Edge Sales
and Marketing Resources!**

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Welcome to the 2025 Growth Ignited Marketing Mastermind! I'm truly excited you've made the decision to be here. Over these next two days, we're going to unlock powerful tools, strategies, and systems designed to energize your brand, elevate your visibility, and streamline the way you do business in today's competitive real estate landscape.

Whether you're a seasoned pro or just beginning your next level, this event will meet you right where you are—with resources, community, and support to help you grow beyond your current limits.

🔥 What's Waiting for You:

✅ AI-Powered Marketing

You'll learn how to use smart, budget-friendly AI tools like Canva Magic, ChatGPT, and the Rehab Loan Partners Prospecting Assistant to build content, increase visibility, and attract your ideal clients.

✅ Real-Time Implementation

This isn't a sit-back-and-listen event. You'll actively work on your brand story, social content, email marketing, and sales messaging with time built in to implement what you learn right away.

✅ Business Clarity + Conversion Confidence

We'll show you how to turn your audience into income—with messaging that resonates, automation that follows up, and joint venture strategies that multiply your reach.

✅ High-Value Networking

Meet the people who are growing, scaling, and showing up with intention—just like you. Collaborate. Co-market. And build partnerships that last.

✅ Marketing Made Simple + Repeatable

You'll walk away with plug-and-play templates, AI prompts, visibility calendars, and marketing campaign checklists you can reuse every month.

✅ Special Event-Only Bonuses 🎁

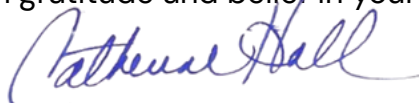
Throughout the event, I'll be sharing exclusive tools, upgrades, and surprise offers available only to those in the room. Trust me—you'll want to stay engaged for every session.

This mastermind is your moment to stop spinning your wheels and start taking clear, confident, consistent action—with support and strategies that are truly designed for you.

So take a breath, grab your notebook, and get ready for two incredible days of growth, insight, connection, and activation.

I'm looking forward to supporting you today and in your future.

With gratitude and belief in your success,



Founder & CEO, Catherine Hall Unlimited Inc
Executive Director NAFHAC



GROWTH IGNITED MARKETING MASTERMIND



Meeting Agenda

Date

10/24/2025 - 10/26/2025

Venue:

Courtyard Orlando Lake Buena Vista
Marriott Village
8623 Vineland Avenue
Orlando FL 32821

Pre - Event Networking Dinner

10/24/2025

5:00 PM - 8:45 PM

Meet at Courtyard by Marriott Bar
Dinner at Disney Springs Dutch Treat
(Optional)

DAY 01

10/25/2025

8:00 AM - 5:00 PM

Registration and Welcome

HOT SEAT PRESENTATIONS

LUNCH PROVIDED AT HOTEL

6:30 PM

Dinner at Top Golf (Golf Included)

DAY 02

10/26/2025

9:00 AM - 5:00 PM

SALES AND MARKETING INTENSIVE

LUNCH PROVIDED AT HOTEL (ROUNDTABLE EXERCISE)





Catherine L. Hall (the “203k Queen”) is the founder and executive director of the National Association of FHA Consultants- a non-profit organization dedicated to the empowerment of all entities involved in the residential renovation industry. She is the creator of the 203k in a Box consultant certification and training system and the Genesis Rehab Report Creator- Web-based system for project management.

Ms. Hall, a licensed home inspector for over 28 years, was the first African American female home inspector certified with the American Society of Home Inspectors (ASHI). She owned and operated Value Home Inspections from 1993 until 2019 when she successfully sold the company in order to devote herself to her responsibilities to NAFHAC. For more than 7 years she was the only certified female home inspector in Pennsylvania.

Ms. Hall has been a practicing FHA 203k Consultant since 1997 and has completed close to 4000 consultations in addition to having performed over 5000 home inspections. Ms. Hall has or had certification as a FEMA Disaster Relief Inspector, REAC Contract inspector, PA DEP Lead Risk Assessor, PA DEP Radon Measurement Technician, and PA DEP Licensed Pest Control Operator.

Ms. Hall has a large teaching background which includes being a Pennsylvania state licensed real estate instructor for 12/2009 through 2017. From 2016-2018 she was the co-owner and Director of Education of the Keystone Real Estate Academy. Ms. Hall also taught courses at Temple University, Philadelphia Community College and Drexel’s University Science Center as well as for thousands of small and large groups of prospective homebuyers in a cooperative venture with non-profit housing counseling agencies throughout the area from 2010-2019.

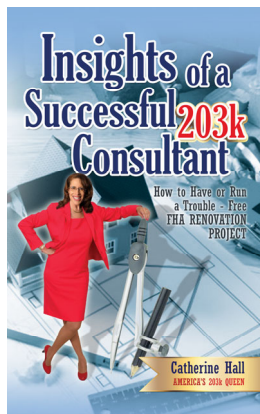
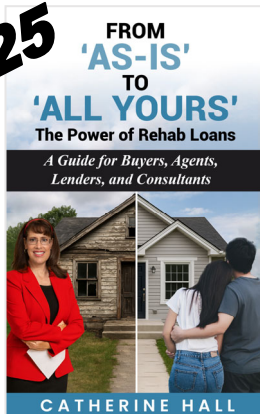
The author of three books in the residential real estate genre, her newest book “From AS IS to ALL YOURS A Guide for Buyers, Agents Lenders and Consultants is an updated and expanded release of the Insights of a Successful 203k Consultant book from 2015.

Additionally, Catherine has an impressive background training, coaching and mentoring thousands of small business owners, entrepreneurs, and corporate executives with her success building program – Heights Unlimited Coaching. Her presentations are always exciting, thought provoking and inspiring and her support and personal dedication to the success of others has helped home inspectors and consultants around the country develop a career path that has helped rebuild neighborhoods around the country.

She has been featured in Forbes.com, Entrepreneur, THINK Magazine, Philadelphia Daily News, Philadelphia Inquirer, Scotsman Guide, National Association of Mortgage Brokers, WPVI 6 Action News and has spoken before audiences at the National Speakers Bureau, International Association of Home Inspectors, National Association of Real Estate Brokers, to name just a few.

Ms. Hall lives by the belief that education and information are the keys to success in all areas of life and she has devoted herself and her companies to assisting people from all segments of the population achieve the dream of safe home ownership.

10/2025



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Workshop Guide

Vision | Intention | Realization

What is your vision for your business in the next 6 months?

What intention are you bringing to this workshop today?

What would make this training feel like the beginning of the realization of your goals?



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Morning Session: Growth & Visibility & Expert Positioning

Define your purpose: Vision, Mission, Core Values

What are your three brand pillars? (Revenue, Service, Trust)

Draft your personal brand statement

How do you demonstrate your expert status?

Mid-Morning: Marketing with AI

What is your customer's awareness level right now?



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Which visibility channels are you strongest in?

What types of content do you currently create?

Try this: Use ChatGPT to create a post for your business.

How would you explain your service to a cold lead in 3 sentences?

Lunch Roundtable (sit with the people assigned to your group)

- Key takeaways from your discussion table



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What idea shared could help you right away?

What relationship do you want to follow up with after the event ends?

Afternoon: Sales Execution

What's one objection you hear regularly and how do you currently handle it?

Write a prompt to use in ChatGPT to write a new follow-up email addressing this objection?

How do you currently track sales activities? Is it working for you?

INTRODUCING THE PROSPECTING ASSISTANT TOOL



PROSPECTING ASSISTANT

User Guide

This guide gives you a BRIEF walk you through how to open and use your AI-powered ehab Prospecting Assistant for automated outreach and calendar scheduling. The full detailed training with image and video clips can be found at <https://nafhac.org/prospectingAITool> or scan the qr code below.

Your Prospecting Assistant — Your Smart Tool for Consistent Growth

The Prospecting Assistant helps you instantly create outreach messages, follow-up reminders, and calendar tasks — so you can stay connected with lenders, realtors, and contractors without losing track.

Open the Link

Tap the Prospecting Assistant icon in your workbook or Slack group.

Enter Your Details

Add your name, email, and contact type (Lender, Realtor, or Contractor).

Generate Outreach Messages

The assistant creates pre-written email and text templates ready for use.

Save Your Text File with Calendar Appointments

Download your text file or copy messages directly from the screen into a .txt file.

Import into Outlook or Google Calendar

Attach your file or note to your follow-up calendar task for each lead.

Pro Tip:

“Set aside 30 minutes once a week to use the Assistant to create your marketing and follow up appointment for the upcoming 5-7 days. A few as ten follow-ups a week can create unstoppable momentum!”



Prospecting AI



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List 3 ways the Prospecting AI tool could grow your referral base.

List 3 ways the Prospecting AI tool could save you time each week in sales.

Late Afternoon: Power Partnerships

List 5 potential power partners in your network.

What campaign could you run with one of them using ChatGPT or Canva AI?

Draft an AI prompt for a script you could use for a co-branded message.



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Closing Session: Commitment and Action

What 3 actions will you take in the first 48 hours after you get home from this training?

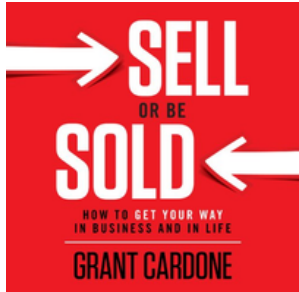
Which 3 AI tools will you test this week?

What would success look like 30 days from now?



YOUR GO TO

RESOURCE LIST



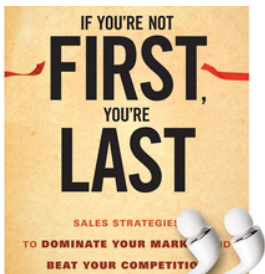
SELL OR BE SOLD-EBOOKS W/VIDEO

“Sell or Be Sold“ by Grant Cardone is a motivational guide emphasizing the significance of sales skills in all aspects of life. The book provides practical strategies to enhance persuasion, negotiation, and overall sales proficiency.

The link will take you to the downloadable PDF that contains qr codes linking to videos of each chapter review by Grant Cardone himself.



SellOrBeSold



IF YOUR NOT FIRST YOUR LAST

“If You’re Not First, You’re Last“ by Grant Cardone is a business and motivational book emphasizing the importance of being the top player in any endeavor, stressing relentless pursuit and tenacity.

The link takes you to the complete mp3 audiobook.



IYNFYL

THE 10X RULE

GRANT CARDONE

10X RULE

In “The 10X Rule“ by Grant Cardone, he advocates setting audacious goals and putting in ten times the effort to achieve them, emphasizing massive action and relentless commitment for success.

The link will open the complete mp3 audiobook.



10X RULE

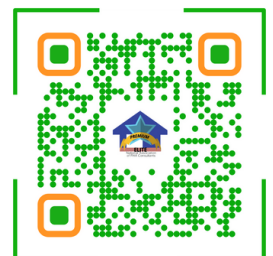
THE 1-PAGE MARKETING PLAN

GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD

1 PAGE MARKETING PLAN

Alan Dib’s “The 1-Page Marketing Plan“ simplifies marketing strategy by condensing it onto a single page. It guides businesses through a step-by-step process for effective marketing planning and execution.

The qr code will link to an editable pdf of the 1PMP Template



1PMP



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POST EVENT ACTION PLAN: TURNING CHALLENGES INTO OPPORTUNITY

1. My Commitment to Being the Bridge:

(Write one way I will build confidence with referral partners this month)

2. Elevating My Brand Awareness:

(Write one technique I will use to differentiate myself from “the pack”)

3. Mythbusting:

(Who can I share a success story with to influence perception and expand interest?)

4. Strategic Partnerships:

(One “Power Partner” I will reach out to and offer value to this week)

5. Marketing My Value:

(One success story or before/after images I will post or share online)

6. Tech Adoption:

(One tech tool I will implement to improve my consulting process)

**“We don’t wait for confidence.
We create it.”**





Catherine Hall's 15 Success Tips

1. **Start with God, Stay with God.** Every idea, decision, and vision begins in prayer. Let faith be your foundation and your fuel.
2. **Visualize the Life You Want.** Your imagination is your superpower. If you can see it, speak it—you can have it.
3. **Don't Wait to Feel Ready.** Start scared, start small.—messy—but just start.
4. **Consistency Beats Talent.** Build your tribe of positive, faith-driven, purpose-filled people who speak life into your dreams.
5. **Ask Boldly, Receive Abundantly.** You serve a limitless God, Create simple workflows, automation, and templates. Systems free your time so your genius can.
6. **Use Technology as Your Assistant.** AI tools, CRM systems, scheduling apps—let them handle busywork while you handle the vision.
9. **Invest in Learning. Always.** Growth begins with a book, a course, a coach—or a conference—growth begins where you vision.
10. **Serve Before You Sell.** Value first, always. Be the solution. When people trust you, they'll buy from you.
11. **Celebrate Progress. Not Just Perfection.** Every step forward is a win. Don't wait for the big moment to clap for yourself.
12. **Be Authentically You.** Your story, your voice, your journey—no one else has it. That's your secret weapon.
13. **Create Space for Rest and Joy.** Affirm your success, Declare abundance. Watch your words—they shape your world.
15. **Leave a Legacy, Not Just a Business.** Build something that empowers others. Your impact matters more than your income.

**You have the tools,
NOW go and get
YOUR SUCCESS!**



Thank you for join us!

See you at the next Mastermind event



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PRESENTATION SLIDES



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Empowering Businesses with AI, Strategy & Real Results



Welcome

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Welcome to the Mastermind

This Weekend is About

- **Action** – turning ideas into reality
- **Clarity** – finding your focused path forward
- **Collaboration** – learning from each other's wins and challenges

We're not here to simply consume information. We're here to create momentum, build connections, and walk away with implementable strategies that move your business forward.

A Note of Gratitude

Thank you for choosing to invest this weekend in yourself and your business. Your presence here signals your commitment to growth. Together with our partners and special guests, we've created an environment designed for breakthroughs.

Let's make this experience transformational.



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Event Overview: Your Two-Day Journey




Growth Strategies

Hands-on marketing tactics that work in today's market



AI Integration

Practical AI tools to streamline your business operations



Collaboration

Build meaningful connections with fellow entrepreneurs

Remember: **The more you participate, the more you'll get out of this experience.** Ask questions, share insights, and engage fully. Your success this weekend is directly proportional to your willingness to step in and contribute.

What Does "Growth Ignited" Mean?

Growth Ignited = Motivation + Inspiration + Implementation

Motivation

Reconnecting to your purpose

Why did you start this journey? What drives you beyond the daily grind? We'll help you rediscover the passion that sparked your entrepreneurial spirit and use it as fuel for what's next.

Inspiration

Learning from others' success

You'll hear real stories from real entrepreneurs who've overcome obstacles similar to yours. Their breakthroughs become blueprints you can adapt and apply to your unique situation.

Implementation

Taking real, measurable action

Ideas without execution are just daydreams. We'll transform insights into action steps you can implement immediately. You'll leave with a clear plan, not just inspiration.



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The Growth Ignited Mindset

"Growth isn't about what you learn — it's about what you apply."

Mindset of Possibility

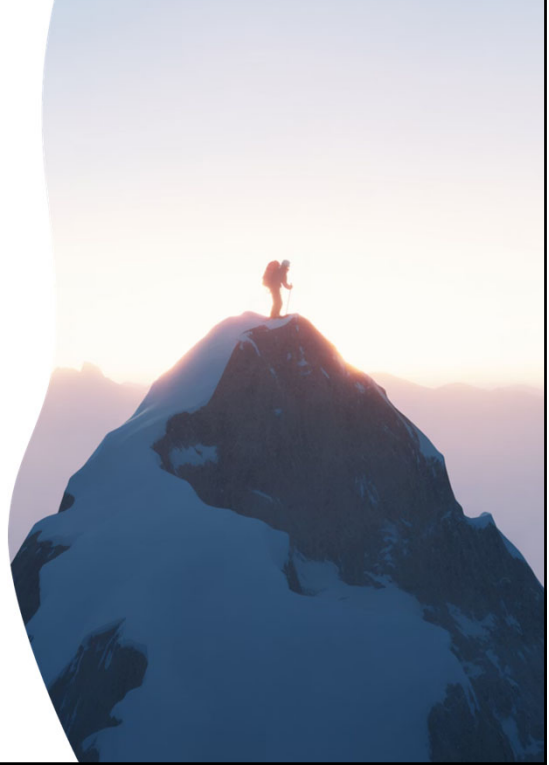
Shift from "I can't" to "How can I?" Every challenge has a solution; every obstacle presents an opportunity for creative problem-solving.

Courage to Take Action

Perfection is the enemy of progress. Embrace imperfect action over perfect inaction. The entrepreneurs who win are the ones who move forward despite uncertainty.

Collaboration Over Competition

There's abundance for everyone. When we share knowledge, support each other's growth, and celebrate collective wins, we all rise together.



Defining Success for You

🕒 3-Minute Reflection Exercise

Take a moment right now to clarify what success looks like for you this weekend.

Your Measurable Goal

What specific, tangible outcome do you want to achieve?

- A new marketing system implemented?
- Three qualified partnerships established?
- A new marketing campaign?
- A 90-day action plan drafted?

Your Emotional Goal

How do you want to *feel* when this weekend concludes?

- Confident in your direction?
- Energized and inspired?
- Connected to a supportive community?
- Clear about your next steps?

Write these down. They'll serve as your North Star throughout our time together.



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Share Your Vision

Your Turn to Speak

We invite 2–3 attendees to share their success vision with the group. What would a breakthrough weekend look like for you?

The Power of Speaking It

When you articulate your goals out loud, you activate accountability. You're no longer just thinking about change—you're declaring your commitment to it.

**When you define
success, you give
your effort
direction.**

— Catherine Hall





Introduction to Hot Seat Presentations

"The Hot Seat is where collaboration meets real growth."

This isn't about judgment or criticism. The Hot Seat is a **collaborative problem-solving session** where one entrepreneur shares a real business challenge, and the collective wisdom of the room helps create breakthrough solutions.

Some of the most powerful transformations happen when we're willing to be vulnerable about where we're stuck. That vulnerability, combined with diverse perspectives, creates magic.



Hot Seat Format



The focus is always **constructive collaboration, not criticism**. We're here to build each other up and help each other break through barriers that have felt insurmountable alone.



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Hot Seat Guidelines

1

Listen Actively

Give the presenter your full attention. Put devices away and be present. Often the most valuable insights come from truly hearing what's being said—and what's not being said.

2

Ask Clarifying Questions

Before jumping to solutions, make sure you understand the complete picture. "Can you tell me more about..." is often more helpful than immediately offering advice.

3

Offer One Actionable Suggestion

Quality over quantity. Share one specific, implementable idea rather than overwhelming with ten vague concepts. Make it something they can act on this week.

4

Respect Time Limits

We have multiple participants to hear from. Honoring the 20-minute total ensures everyone gets their moment in the spotlight. Be concise and impactful.

Reflection Prompt After Each Hot Seat

2-Minute Individual Writing Time

"What did I learn from this presentation that applies to my own business?"

After each Hot Seat session, take two minutes for personal reflection. This isn't just about helping others—it's about extracting value for yourself.

Often, the most profound insights come not from our own presentations, but from witnessing someone else's breakthrough. A solution offered to another entrepreneur might be exactly what you need, just applied differently.





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Lunch & Networking

One Hour Break

Take this opportunity to refuel and connect with fellow attendees. We encourage you to seek out someone new, share your key takeaways from this morning's powerful sessions, and discuss how you're defining success for the weekend.

AH HAH Moments: Sharing Session

Welcome back, everyone! Let's kick off the afternoon by sharing the most impactful insights from our morning sessions.

1

Everyone Shares

Each of you will have a moment to share your biggest "AH HAH Moment" or key takeaway from this morning's discussions and Hot Seat presentations.

2

No Repeats Allowed

Please ensure your shared insight is unique! This encourages active listening and ensures we uncover a wide range of valuable perspectives. What resonates with you that hasn't been mentioned yet?

Get ready to articulate your most profound learning in a concise and impactful way. We're excited to hear what clicked for you!





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Special Guest: Jenn Driscoll

Founder of OaksAi

Leading expert in AI solutions for service-based professionals and small businesses

Today's Topic

"The Future of AI for Service-Based Professionals"

Jenn brings a unique perspective to AI implementation—she doesn't just talk about technology, she shows you how to **humanize AI** in ways that amplify your authentic voice rather than replace it.

You'll discover practical applications that save time, enhance client experiences, and scale your impact without losing the personal touch that makes your business special. This isn't theory; it's actionable intelligence you can implement immediately.

About OaksAi



Empowering Small Businesses Through Intelligent Automation

OaksAi specializes in creating **personalized automation and creative AI training** specifically designed for consultants, coaches, and service providers who want to leverage technology without losing their human connection.



Personalized Automation

Custom AI solutions that fit your unique business model and



Creative AI Training

Hands-on guidance to help you confidently implement AI



NAFHAC Collaboration

Strategic partnership bringing cutting-edge AI resources to our



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Featured Author Contributor Program

From As Is... To All Yours – A Professional Guide for Rehab Loans

This isn't just a book—it's a **comprehensive personal branding and marketing system** disguised as a professional guide. The Featured Author Contributor Program transforms you from a professional who happens to have expertise into a **published authority** in your field.

We've all seen firsthand how being a published author opens doors, builds instant credibility, and positions you as the go-to expert in your market. This program makes that transformation accessible, affordable, and completely turnkey.

The Opportunity

"You can now become a Featured Contributor in a nationally distributed guide."



Your Introduction Printed Inside

Your personal story, expertise, and value proposition featured prominently in a professional publication



Your Name and PHOTO on the Cover

As a Featured Contributor, your name appears on the actual cover—instant credibility with every interaction



Complete Marketing System

Your personalized funnel, eBook, and promotional materials built and delivered ready to deploy

This isn't just vanity publishing—it's strategic positioning that converts prospects into clients.



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Featured Author Contributor Program

A Guide for Lenders, Real Estate Agents and Home Buyers

With Introduction by **DAVID NAYLOR** of **ROYAL HOME LOANS**

National Association of FHA Consultants

Become a Featured Contributor | Elevate Your Brand in From As Is... T

Showcase your expertise in renovation lending or real estate by becoming a Featured Contributor in From As Is... To All Yours. Gain national visibility, author

BECOME A FEATURED AUTHOR

IN

From 'As Is' to 'All Yours'

Your Expertise. Your Brand. Your Business Growth Tool.

Position yourself as the trusted professional who helps clients transform properties with From 'As Is' to 'All Yours'.

You don't have to spend months writing or \$30,000 publishing your own book — we've done the heavy lifting for you. All you do is write your 1-2-page introduction, upload your photo and logo, and you'll be featured as a co-branded author in Catherine Hall's national rehab-loan guidebook.

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Everything you need to look, sound, and sell like an industry authority.

YOUR AUTHOR EDITION INCLUDES:

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- ✓ Two Digital Flipbooks (excerpt + full eBook)
- ✓ Social Media Post Templates — save 20+ hours a year
- ✓ Custom PowerPoint Presentation for classes or webinars
- ✓ 10 Printed Copies of your personalized book (shipped to you)

PREMIUM PACKAGE BONUSES Total \$1,269 Value! EVENT ONLY!!!

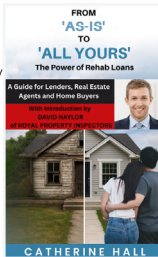
- ★ Bonus #1 — 5 Extra Printed Copies (15 total! A \$75 Value)
- ★ Bonus #2 — Author Spotlight Feature (A \$197 Value)
- ★ Appear on the NAFHC website and official social media as a Featured Contributor
- ★ Bonus #3 — Digital Launch Toolkit (A \$397 Value)
- ★ Prewritten emails and posts to help you announce your edition and attract new clients
- ★ Bonus #4 — Done-for-You Systeme.io Funnel (Opt-in + Thank-you pages | A \$600 Value)
- ★ Bonus #5 — Right to Share or Sell Your Edition via Amazon KDP (Your Independent income opportunity | Priceless)

Total Premium Package Value: \$6,526

★ **Yours Today for Only \$525 Down + \$347 in 60 Days**

VALUE INSIGHT

Save 40+ hours of design and marketing work.
Typical hybrid publishing cost: \$15K-\$30K.
You receive the same authority tools for under \$900 total.



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Limited to first 25 professionals at this event.

Want to Start Simple? Choose the Essentials Edition

Get your personalized book and starter marketing bundle to begin positioning yourself as a trusted professional in your market.

ESSENTIALS PACKAGE — "Author Starter Edition"

Only \$525 (one-time payment)

Includes:

- ✓ Your Name, Photo & Introduction featured in book
 - ✓ Two Digital Flipbooks (excerpt + full eBook)
 - ✓ Branded QR Code + Custom eBook Card
 - ✓ 10 Printed Copies shipped to you
 - ✓ Starter Social Media Templates
 - ✓ Powerpoint Presentation
- Value: \$1,587



What's Not Included (Upgrade Anytime):

- ✗ Done-for-you Systeme.io Funnel
- ✗ Author Spotlight Feature
- ✗ Digital Launch Toolkit
- ✗ Right to Share/Sell Edition via Amazon KDP
- ✗ Extra Printed Copies

⚠ Upgrade later to the Full Authority Edition and receive all bonuses and marketing tools for the addition cost of \$597!

Get the Premium Package NOW at exclusive Event-Only pricing!

COMPARE PACKAGES

Feature	Essentials	Full Authority
Personalized Book (Name, Photo, Intro)	✓	✓
2 Digital Flipbooks	✓	✓
Social Templates	(starter)	(full)
10 Printed Copies	✓	✓ (+ 5 bonus)
PowerPoint Presentation	✓	✓
Systeme.io Funnel	X	✓
Spotlight Feature	X	✓
Digital Launch Toolkit	X	✓
Share/Sell via Amazon KDP	X	✓
Investment	\$525 one-time	\$525 today + \$347 60 days



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Act Now Bonuses

Bonus #1

5 Extra Printed Copies

That's 15 total physical books to distribute to your highest-value prospects and partners. More books mean more conversations and more opportunities.

Bonus #2

Author Spotlight Feature

Your author profile featured on the NAFHAC website, driving additional credibility and organic traffic to your business.

Bonus #3

Digital Launch Toolkit

Social media templates, email swipes, and promotional graphics to announce your new author status. *Valued at \$397—yours free.*

Bonus #4

SYSTEME.IO FUNNEL

Give or Sell your book and GET LEADS and Partners!!!

Valued at \$600

These bonuses are only available at the special event only price to Mastermind attendees who enroll during this weekend. Once the event concludes, this enhanced package price goes back UP to \$997

How It Works: Three Simple Steps



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We provide a guided form that walks you through crafting your author bio. No writing experience necessary—just answer our strategic questions and we'll help you craft compelling copy that positions you as an authority.



Upload Your Professional Photo

Submit your headshot and any additional images you want featured. Our design team handles all the formatting and layout to ensure you look polished and professional.



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Within weeks, your printed books, digital assets, funnel, and marketing materials are delivered ready to deploy. Start positioning yourself as a published authority immediately.

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VII PRICING

Special Mastermind Pricing

\$525 today

\$327 in 60 days

PREMIUM AUTHORITY EDITION

Available only during this weekend event

\$997

Regular Price

What you'll pay after this weekend ends

⚠️ This offer expires at the close of this weekend. The reduced pricing and enhanced bonuses are exclusively for Mastermind participants who commit during our time together. Monday morning, the investment returns to \$997.

Consider what being a published author is worth to your business. How many additional clients would it take to recoup this investment? For most professionals, one additional high-value client more than pays for the entire program.

FROM 'AS-IS' TO 'ALL YOURS'

The Power of Rehab Loans

A Guide for Lenders, Real Estate Agents and Home Buyers

With Introduction by
DAVID NAYLOR
of ROYAL PROPERTY INSPECTORS



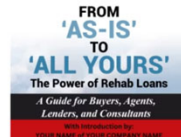
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Secure your Featured Author Contributor spot and claim all Mastermind bonuses

The form takes less than 5 minutes to complete. Once submitted, you're officially on your way to becoming a published authority in your field.

Questions? Catch Catherine or a team member during breaks. We're here to help you understand exactly how this program can accelerate your business growth and position you as the obvious choice in your market.



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Your story + Catherine's system = UNSTOPPABLE MARKETING POWER.

You have valuable expertise worth sharing. We have the platform, systems, and marketing infrastructure to amplify your message. Together, we create something greater than either could achieve alone.

This weekend is just the beginning. The strategies you learn, the connections you make, and the authority you build through programs like Featured Author Contributor will compound over time, creating momentum that transforms your business.

Let's ignite your growth—together.



Evening Social: Top Golf Orlando!

Thank you all for an incredible first day of our Mastermind! We've covered powerful strategies and sparked countless ideas. Now, it's time to unwind and connect.

Get ready for an amazing evening of fun, delicious food, refreshing drinks, and plenty of fabulous golf shots at **Top Golf Orlando**.

We look forward to continuing our conversations in a relaxed setting!



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DAY II: Sales, Marketing & AI Intensive

"Vision | Intention | Realization"

Catherine Hall Unlimited | NAFHAC

Welcome Back!

Reflecting on Day 1

Yesterday, we planted seeds of transformation. We explored the foundations of your business vision and began mapping the journey from where you are to where you want to be.

*Take a moment to think back: **What inspired you most yesterday?** What insight sparked something new? What conversation challenged your thinking in the best possible way?*

Share Your Spark

Turn to someone near you and share one takeaway from Day 1 that's still resonating with you today. This could be an idea, a realization, or even a question that's been percolating overnight.

 **3 minutes** — Partner sharing time

Remember: the insights we share multiply when we speak them aloud.



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Vision, Intention, Realization



Vision

What is your vision for your business in the next 6 months? Where do you see yourself standing? What impact will you be making?



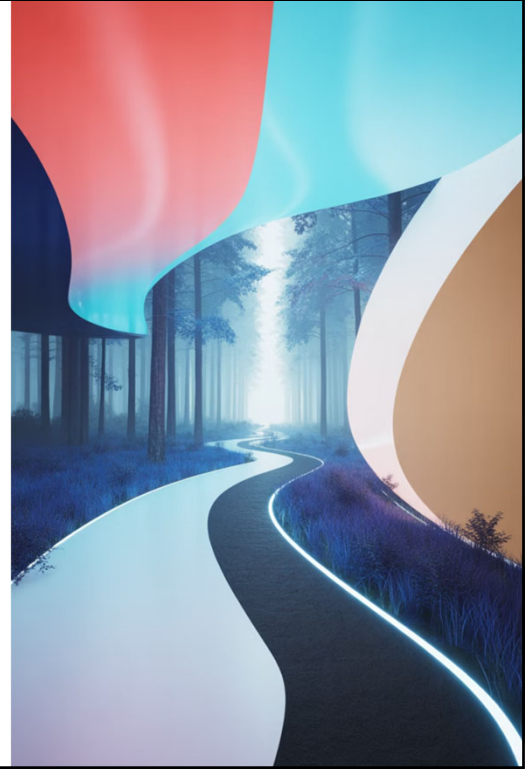
Intention

What intention are you bringing to today's training? What mindset, energy, and commitment are you carrying into this room?

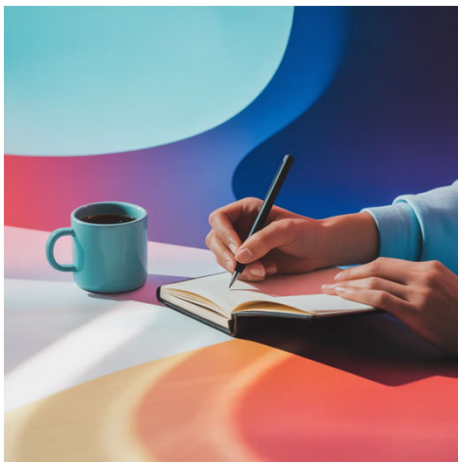


Realization

What would make today the beginning of your realization? What shift, action, or breakthrough would signal true progress?



Reflect & Write



Your Becoming Statement

Take the next **5 minutes** for personal journaling. This is your time to dig deep and articulate something powerful.

Prompt: "Write one statement that represents the business you are becoming."

Not the business you have. Not the business you wish you had. The business you are **actively becoming** through the choices you make each day.

This statement should energize you. It should feel slightly uncomfortable — like a challenge you're ready to step into.



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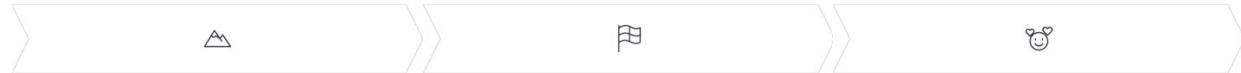
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Growth Through Purpose

"When you know your why, the how becomes easier."



Vision

Your aspirational future. The picture of what you're building and who it serves.

Mission

Your daily purpose. The specific work you do and the value you deliver to make the vision real.

Core Values

Your non-negotiables. The principles that guide every decision, interaction, and opportunity you pursue.

These three elements form the foundation of sustainable growth. When they're aligned, every marketing message becomes clearer, every sales conversation becomes easier, and every business decision becomes more confident.

Your Brand Pillars

Revenue

The financial sustainability that allows you to serve more people, invest in better tools, and build the business you envision. Revenue isn't just about profit — it's about capacity for impact.

Service

The quality, care, and expertise you bring to every client interaction. Service distinguishes you from competitors and turns clients into advocates who refer others.

Trust

The reputation you build through consistency, integrity, and follow-through. Trust is earned slowly and lost quickly — it's your most valuable business asset.

Reflection question: Which one of these pillars needs strengthening in your business today? Be honest with yourself. The pillar that makes you uncomfortable to acknowledge is likely the one that needs your attention most.



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Craft Your Personal Brand Statement



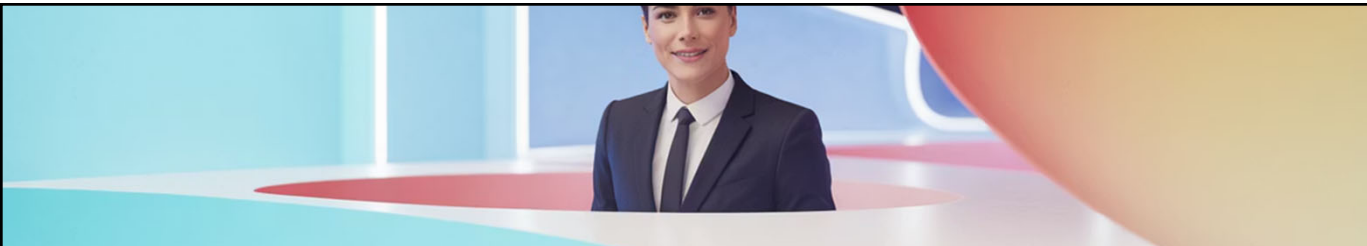
The Power of Clarity

Your brand statement is your north star. It's what you return to when making decisions about what projects to take, what content to create, and what partnerships to pursue.

Formula: "I help [WHO] achieve [WHAT] so they can [RESULT]."

Example: "I help first-time homebuyers navigate renovation loans so they can purchase their dream home with confidence and avoid costly mistakes."

5-minute writing prompt: Draft your personal brand statement. Make it specific. Make it about them, not you. Make it memorable.



Demonstrating Expertise



Consistency = Credibility

Show up regularly with valuable insights. Whether it's weekly emails, monthly webinars, or daily social posts — consistency builds the perception of reliability and expertise.



Visibility = Trust

Be present where your audience already gathers. Trust grows when people see you contributing, teaching, and adding value without constantly selling.



Authority = Opportunity

Recognized expertise opens doors. Speaking invitations, partnership requests, and premium clients all flow more naturally when you're known as an authority in your field.



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Breakout Exercise: Your Brand in Action

 15 Minutes



Discussion Framework

Form groups of **3-4 people**. Use this time to go deeper than surface-level networking. This is about meaningful exchange.

1. **Share your brand pillars:** How do Revenue, Service, and Trust show up in your daily work?
2. **Discuss your biggest challenge:** Which pillar feels hardest to strengthen right now, and why?
3. **Exchange one practical strategy:** What's working for you that others might benefit from?

Before returning to the full group, **agree on one insight your group wants to share with everyone**. Choose the idea that surprised you most or challenged your thinking.

Marketing in a Digital Era

"AI isn't replacing connection — it's enhancing it."

The digital marketing landscape is evolving faster than ever. Social algorithms change weekly. New platforms emerge constantly. AI tools are reshaping how we create content, analyze data, and reach audiences.

But here's what hasn't changed: **people buy from people they know, like, and trust**. Technology amplifies your message and scales your efforts, but it doesn't replace the fundamental human need for authentic connection.

Today, we're exploring how to leverage AI and digital tools to enhance your ability to build relationships, not replace them. You'll learn to work smarter while staying genuinely connected to the people you serve.



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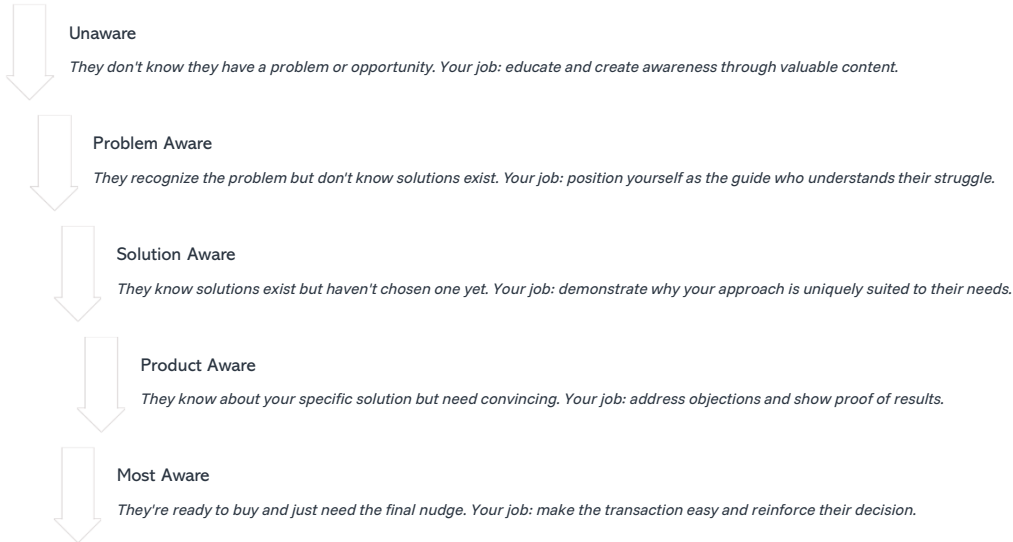


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Understanding Customer Awareness Levels



Critical question: Where is your audience right now? Most marketing fails because it speaks to the wrong awareness level. If you're selling to someone who's "unaware," you'll lose them. If you're educating someone who's "most aware," you'll bore them.

Visibility Channels

- Social Media**
LinkedIn, Facebook, Instagram, or platform-specific communities where your ideal clients spend time. Consistency matters more than perfection.
- Networking**
In-person and virtual events, industry associations, local business groups. Relationships built face-to-face often convert faster.
- Email Marketing**
Direct communication to people who've already raised their hand. Your email list is an asset you own — not rented from a platform.
- Speaking Opportunities**
Webinars, podcasts, conferences, workshops. Speaking positions you as an authority faster than almost any other channel.

Reflection: Which two channels are you strongest in right now? More importantly: which channel could become your competitive advantage if you committed to mastering it over the next 90 days?



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Create Content with AI

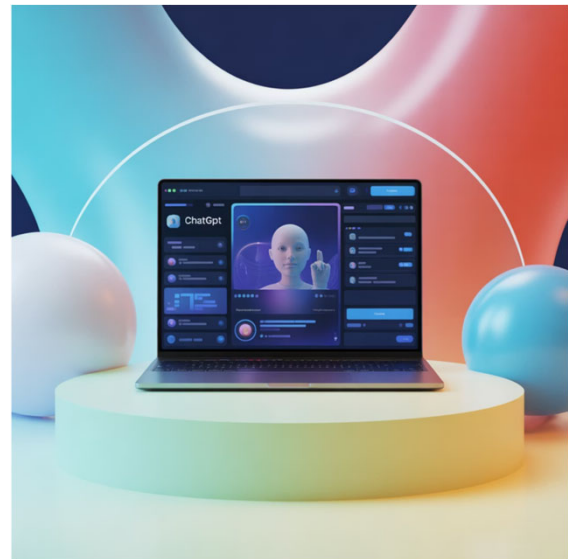
Live AI Prompt Demo

Let's watch AI in action. Here's a prompt we'll run together:

"Write a 75-word social media post that helps my audience understand the value of renovation loans. Use a conversational tone, focus on emotional benefits, and end with a question that encourages engagement."

Notice the specificity: word count, audience, tone, content focus, and call-to-action. **Specific prompts generate better results.**

Generic prompt: "Write about renovation loans." Better prompt: The one above.



Your Turn

Think about a piece of content you need to create this week. Draft a detailed prompt that includes:

- Format and length
- Target audience

ChatGPT Demo: Advanced Techniques

1 Use tone modifiers

Add phrases like "conversational and warm," "authoritative but approachable," or "urgent and action-oriented." The AI adapts its language to match.

2 Specify formatting

Request "short paragraphs for readability," "bullet points for key takeaways," or "a hook that grabs attention in the first sentence."

3 Add emotion and expertise

Tell the AI: "Write this as if you're an experienced consultant who genuinely cares about helping clients avoid costly mistakes." Context creates better output.

4 Iterate and refine

The first response is rarely perfect. Follow up with: "Make it shorter," "Add more specific examples," or "Rewrite the opening to be more engaging."

AI is a collaborative tool, not a replacement for your expertise. It accelerates your work and helps you overcome blank-page syndrome, but **your voice, your insights, and your experience** are what make the content valuable.



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Explain It Simply

The Clarity Challenge

One of the most common mistakes in marketing is using industry jargon that alienates potential clients. You might know what "FHA 203(k) loans" or "design-build services" mean, but does your audience?

Exercise: How would you describe what you do to someone who's never heard of it before? Imagine explaining it to a friend at a dinner party who asks, "So, what do you do?"

3 minutes: Write a 3-sentence explanation. No jargon. No acronyms. Just clear, simple language that a 12-year-old could understand.

Test: If you can't explain it simply, you don't understand it well enough yet — or you're not thinking about it from your client's perspective.



Group Reflection

5 Minutes: Message Clarity Check

Turn to the people around you and share your 3-sentence explanation. As you listen to others, notice:

- What makes an explanation immediately clear versus confusing?
- Which explanations make you curious to learn more?
- Where do you hear jargon sneaking in?

Key insight to remember: Clarity isn't dumbing down your expertise — it's respecting your audience's time and attention. The clearer your message, the faster you build trust and the easier it becomes to convert interest into action.

When we return, be ready to share: "What did you learn about your message today?"



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Lunch Collaboration Prompt



Strategic Networking Over Lunch

This isn't just a meal break — it's an opportunity to build relationships that could transform your business. The most powerful partnerships often start with a casual conversation over lunch.

Your mission: *Connect with professionals outside your field. Seek out people who serve the same clients but offer different solutions. These are your potential power partners.*

Ask this question: *"What's one thing you're doing right now that's working?"*

Listen for ideas you can adapt. Notice opportunities for collaboration. Exchange contact information with anyone whose answer sparks interest.

Discussion Notes

Capture Key Insights

Each lunch table should record 3 key takeaways from your conversations. These could be strategies someone is using successfully, partnership ideas that emerged, or insights about what's working in the current market.

Prepare to Share

When we reconvene, we'll ask for one highlight per table. Choose the insight that surprised you most or that you think the whole room would benefit from hearing.

Make Connections

If you heard about a strategy or tool that intrigued you, ask for an introduction or get contact details. The value of this event extends far beyond today — it's about the relationships you build.

Remember: *The best ideas often come from outside your immediate industry. Stay curious. Ask questions. Take notes. The conversation you have over lunch might be the one that changes your business trajectory.*



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Sales Reality Check

"Sales isn't about closing — it's about clarifying."

*If you feel uncomfortable with sales, you're not alone. Many service professionals resist "selling" because it feels pushy, manipulative, or self-serving. But here's the truth: **if you believe in the value you provide, not selling is doing your clients a disservice.***

Great sales conversations aren't about convincing someone to buy something they don't need. They're about helping someone clarify what they want, understand what's possible, and feel confident taking the next step.

When you shift from "trying to close" to "helping them decide," everything changes. Your language changes. Your energy changes. And your results change.

Handling Objections Gracefully

Common Objection Patterns

"It's too expensive." "I need to think about it." "I want to talk to my partner." These aren't rejections — they're requests for clarity or reassurance.

Reframing with Empathy

"I understand — this is a big decision. Let's talk about what's making you hesitant." Acknowledge their concern, ask clarifying questions, and address the underlying issue rather than arguing with the surface objection.

1

2

3

Emotional Reasons Behind "No"

Fear of making the wrong decision. Concern about budget. Uncertainty about timing. When you understand the emotion driving the objection, you can address the real concern.

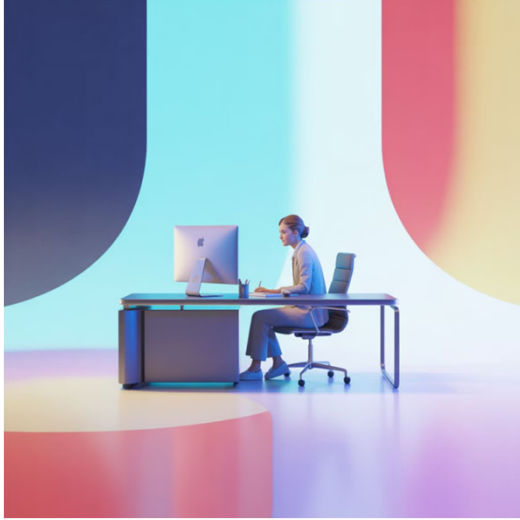
Pro tip: *The best way to handle objections is to prevent them. Address common concerns proactively during your presentation or proposal. When clients feel understood before they voice their worry, trust deepens and objections decrease.*



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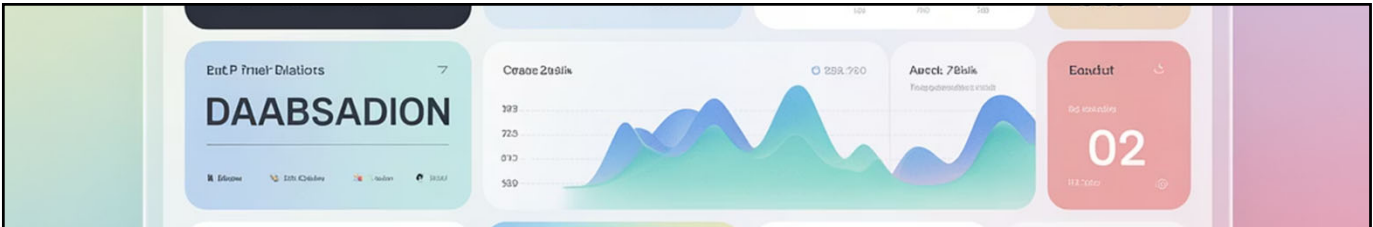
Write a Sales Email with ChatGPT



AI-Assisted Follow-Up

Following up after a client pauses or goes silent is one of the hardest parts of sales. You don't want to be pushy, but you also don't want to lose the opportunity.

Let's use AI to craft a better follow-up email.



Tracking & Systems

CRM (Customer Relationship Management)

Software platforms like HubSpot, Salesforce, or industry-specific tools that automate tracking, reminders, and follow-ups.

Pros: Scalable, professional, powerful
Cons: Learning curve, cost

Spreadsheet

Simple, customizable tracking in Excel or Google Sheets. You control the format and fields.

Pros: Flexible, free, easy to start
Cons: Manual effort, prone to errors

Notebook

Handwritten tracking for those who prefer tactile systems and visual memory.

Pros: No tech required, personal
Cons: Hard to search, doesn't scale

Honest assessment: What's working and what's not? If you're missing follow-ups, forgetting conversations, or losing track of leads, your system isn't serving you. The best system is the one you'll actually use consistently. Start simple, then upgrade as you grow.



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Introducing the Rehab Prospecting Assistant Tool

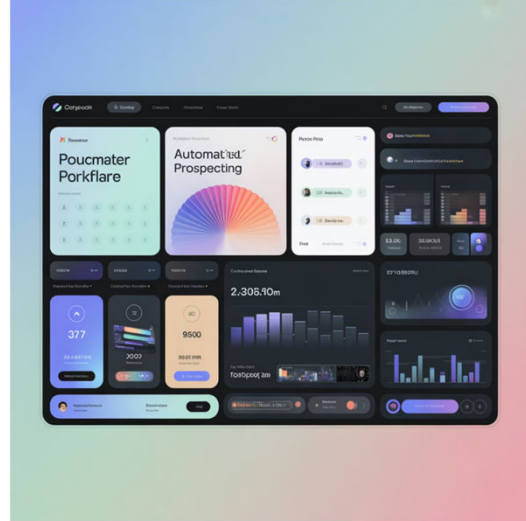
Automation That Feels Personal

The Rehab Prospecting Assistant is designed specifically for professionals working in renovation, real estate, and lending. It automates the time-consuming parts of prospecting while keeping your communication personal and timely.

What it does:

- Automates initial outreach to qualified leads
- Sends personalized follow-up sequences based on engagement
- Tracks responses and prioritizes hot leads
- Integrates with your calendar for seamless scheduling
- Provides analytics on open rates, response rates, and conversion patterns

Key benefit: You stay top-of-mind without spending hours on manual outreach.



Group Discussion: AI Tool Applications

Exploring the Possibilities

Let's think strategically about how the Rehab Prospecting Assistant Tool — or any AI-powered prospecting system — could transform your daily workflow and business growth.

Growing Your Referral Base

Prompt: List 3 ways the AI tool could grow your referral base.

Think about: automated thank-you messages to referral partners, regular touchpoints with past clients, targeted outreach to complementary professionals.

Saving Time

Prompt: List 3 ways it could save you time.

Consider: eliminating manual follow-ups, reducing administrative tasks, prioritizing which leads deserve personal attention.

⌚ 10 minutes: Work individually or with a partner to brainstorm specific applications for your business. Be as concrete as possible.



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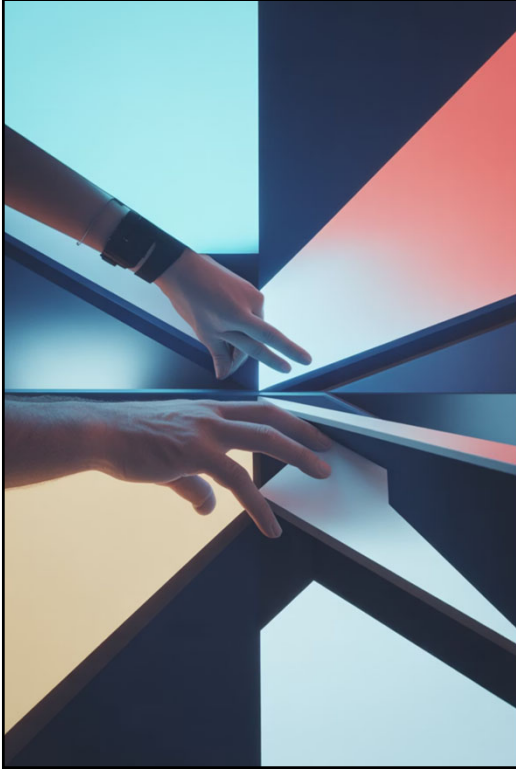




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Power Partnerships = Exponential Growth

"Alone we move faster. Together we go further."

The most successful professionals in any industry aren't working in isolation — they're building strategic partnerships that multiply their reach, credibility, and results.

A power partnership isn't just a referral relationship. It's a mutually beneficial alliance where both parties actively promote each other, collaborate on solutions, and share resources to better serve clients.

When you partner with the right people, you gain access to their network, their expertise, and their reputation. And they gain the same from you. This is how small businesses compete with large companies.

Identify Your Top 5 Power Partners



Realtors

Real estate agents are often the first point of contact for clients who need renovation services or specialized financing. A strong partnership here creates a steady referral stream.



Lenders

Mortgage professionals and loan officers work with clients at the critical decision-making moment. Co-marketing with lenders positions you as the renovation expert they recommend.



Contractors

General contractors, remodelers, and specialized trades encounter clients who need financing, design help, or project management. These partnerships create natural hand-offs.



Inspectors

Home inspectors identify issues that require repair or renovation. Partnering with inspectors positions you as the solution provider when problems are discovered.



Designers

Interior designers and architects bring vision to projects but often need partners who can handle financing, project management, or specialized construction. Fill that gap.

Action item: Write down the names of *specific professionals in each category* you want to build stronger relationships with. Not just job titles — actual people.



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Co-Branded Campaigns

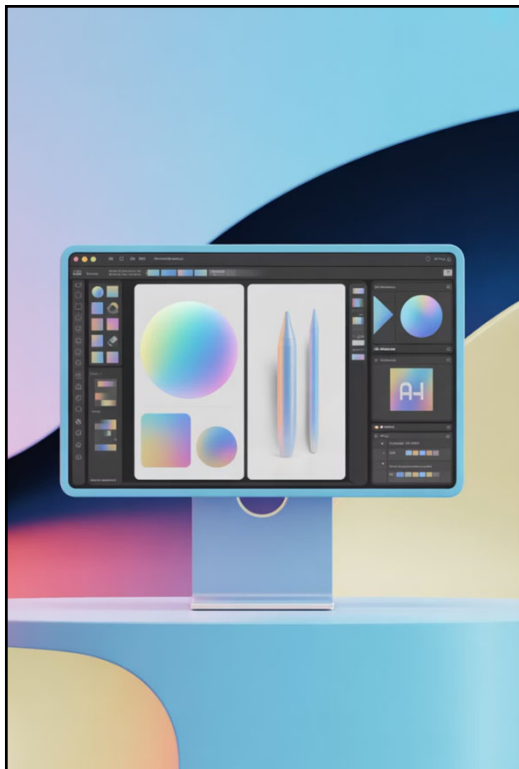
Amplify Your Reach Together

Co-branded campaigns allow you to tap into your partner's audience while they tap into yours. You split the work, share the cost, and both benefit from increased visibility and credibility.

Examples of co-branded campaigns:

- Joint educational webinars or workshops
- Co-authored guides or checklists
- Shared email campaigns to both databases
- Social media collaborations with cross-promotion
- Client appreciation events hosted together

The key is creating content that serves both audiences and showcases how your services complement each other.



Canva & ChatGPT for Collaboration

- 1** ChatGPT: Content Creation

Use AI to draft co-branded email copy, social media posts, workshop descriptions, or client-facing guides. Let AI provide the structure, then personalize with your unique insights.
- 2** Canva: Visual Design

Create professional graphics, flyers, social posts, and presentation slides with easy-to-use templates. No design degree required — just drag, drop, and customize.
- 3** Combined Power

Write the content in ChatGPT, design the visual in Canva, and launch a polished co-branded campaign in hours instead of weeks. Speed and quality without needing to hire outside help.

Pro tip: Create a shared brand asset library with your partners — logos, color codes, approved messaging — so co-branded materials stay consistent and professional.



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Partnership Strategy Lab



Collaborative Brainstorming

This is where ideas become actionable. Find someone in the room who serves the same clients but offers different services. If you're a lender, partner with a realtor. If you're a contractor, partner with a designer.

Your task:

1. Identify one co-branded campaign you could launch together
2. Draft a message or script for that campaign (email, social post, or workshop invitation)
3. Outline 3 specific action steps to make it happen

At the end of this session, you should have a draft you're excited about and a partner who's committed to moving forward. Exchange contact info and set a follow-up date before you leave this room.

20 Minutes

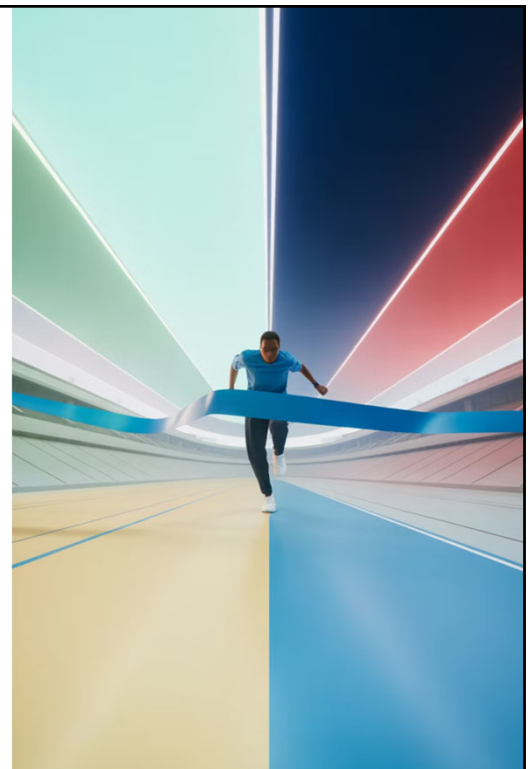
Commitment to Action

"Implementation is where inspiration becomes income."

*You've absorbed a tremendous amount of information today. You've participated in exercises, generated ideas, and made valuable connections. But here's the hard truth: **none of it matters if you don't implement.***

The gap between knowing and doing is where most businesses stall. Inspiration fades. Daily demands take over. And the insights from today become another set of notes that sit untouched in a folder.

We're not going to let that happen. In the next few cards, we're going to create specific, time-bound commitments that will ensure today's learning translates into tomorrow's results.



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48-Hour Action Plan

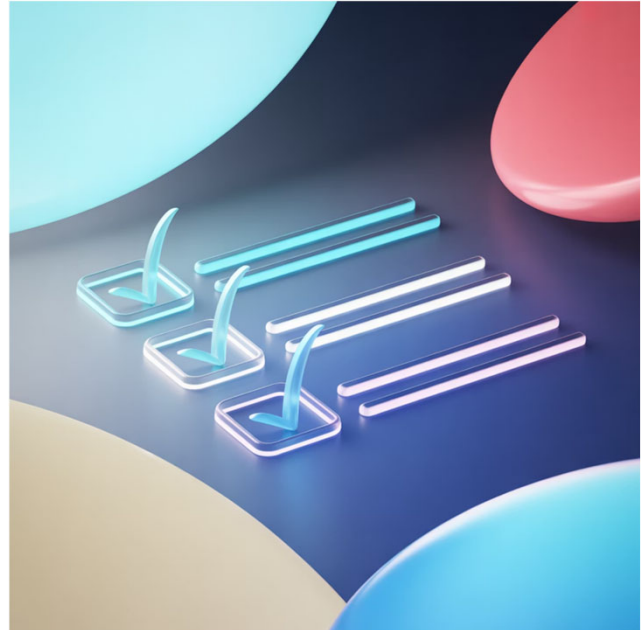
Strike While the Iron Is Hot

Research shows that if you don't take action within 48 hours, the likelihood of ever implementing drops dramatically. Momentum matters.

Prompt: What 3 actions will you take within 48 hours of leaving this event?

Be specific. Not "reach out to partners" — instead: "Send a partnership proposal email to Sarah Johnson at ABC Realty by Thursday at 10am."

Write your three actions now. Include names, deadlines, and specific outcomes.



• Action 1:

AI Tool Implementation Plan

From Curiosity to Capability

Today you've been introduced to several AI tools and techniques. But awareness isn't the same as proficiency. To actually benefit from these tools, you need to integrate them into your workflow.

Prompt: Which 3 AI tools will you test this week?

Choose tools that solve real problems you're facing right now. Don't try to master everything — pick three, commit to testing each one on a specific task, and evaluate the results.

01

Tool #1: _____

Specific use case: _____ Test

deadline: _____

02

Tool #2: _____

Specific use case: _____ Test

deadline: _____

03

Tool #3: _____

Specific use case: _____ Test

deadline: _____



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30-Day Success Vision



Define Your Finish Line

It's easy to leave an event feeling energized but without a clear picture of what success looks like. Let's change that.

Prompt: *"What would success look like 30 days from now?"*

Think in terms of specific, measurable outcomes:

- *Partnerships formed and active*
- *Content created and published*
- *Leads generated and qualified*
- *Systems implemented and working*
- *Revenue generated or opportunities closed*

Write a paragraph describing your business 30 days from now. Make it vivid. Make it specific. Make it exciting enough that you can't wait to get started.

Reflection Time

 10 Minutes of Quiet Writing

Before we close, take time to integrate everything you've experienced today. This isn't busywork — reflection is how learning becomes wisdom.

Journaling prompts:

- *What was the biggest shift in your thinking today?*
- *Which conversation or idea challenged you most?*
- *What are you most excited to implement?*
- *What fear or hesitation came up, and how will you address it?*
- *Who do you need to connect with to move forward?*
- *What will you stop doing to make room for what matters?*

Write freely. Don't edit yourself. The goal is to process your thoughts and crystallize your intentions before returning to the demands of daily business.

When you finish, be ready to share one insight with the group if called upon.



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MARKETING MASTERMIND

Empowering Businesses with AI, Strategy & Real Results

You Are the Movement

"You are not just attending a mastermind — you are becoming the movement."

Today wasn't about consuming information. It was about transformation. You came here as a business owner seeking growth. You're leaving as a catalyst for change in your industry.

*The tools you've learned — AI, marketing strategies, sales frameworks, partnership models — are powerful. But the most powerful thing you're taking with you is **the decision to act**.*

*You've written your 48-hour plan. You've identified your power partners. You've drafted your brand statement. You've committed to testing new tools. These aren't aspirations — they're **commitments**.*

The business you envision doesn't happen by accident. It happens because you make it happen, one intentional action at a time. Starting right now.

***Thank you for your energy, your engagement, and your commitment to growth.** Now go build something extraordinary.*

Catherine Hall | Growth Ignited | NAFHAC



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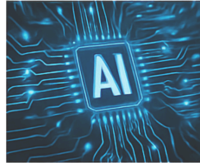
ACTION PLAN



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Growth Ignited: Post-Event Action Plan

Your Step-by-Step Guide to Applying What You Learned

■ Day 1 After Returning Home

- Review your notes and highlight 3 immediate takeaways from the Growth Ignited Mastermind.
- Email or message someone you met at the event to continue the connection.
- Test one AI tool you discovered during the Sales & Marketing Intensive.
- Schedule time in your calendar for implementing your first 48-hour action steps.

■ Day 5: Solidify Your Systems

- Update or refine your marketing funnel in Systeme.io using one new strategy from the training.
- Post one social media update inspired by something you learned at Growth Ignited.
- Reach out to one potential power partner for a short call or collaboration chat.

■ Day 10: Momentum Check

- Evaluate your AI tool usage—what's working and what needs adjustment?
- Send follow-up messages to prospects you met or re-engage past clients with new offers.
- Record a short 60-second video sharing one change you've made since the event.

■ Two Weeks Post-Event: Build Consistency

- Launch your first co-branded marketing campaign with a partner you identified during the event.
- Revisit your brand statement and refine based on feedback or new clarity.
- Spend 30 minutes journaling how your mindset and focus have shifted since Growth Ignited.

■ One Month After the Event: Review & Realign

- Assess the results of your marketing or AI experiments—document measurable wins.
- Host or join a small mastermind call with 2–3 peers from the event to share progress.
- Re-watch key sessions from your recording bundle and note one new idea per session.

■ First Quarter Milestone: Sustain the Fire

- Set quarterly growth goals based on your 30-day outcomes.
- Integrate at least one new automation or AI system into your workflow.
- Celebrate your wins—post your success story inside the NAFHAC community!
- Begin planning to attend or lead the next Growth Ignited experience.