

— Sheri McConnell's —
Smart Women's Institute
of Entrepreneurial Learning



Come and learn how to create positive change in the world, inspire others, and achieve financial freedom.

Three Levels To Choose From

- Level One—Smart Women Success Membership**
- Level Two—Smart Women Success Mastermind**
- Level Three—Smart Women Success Inner Circle**



With Sheri McConnell
(President of the National Association of Women Writers and the Global Institute of Associations)

Level One—Smart Women Success Membership

COST PER YEAR \$2,997 (\$2,597 if you register before Jan. 1)

Level One Includes...

❖ Monthly Smart Business Foundation Curriculum

You will receive 12 months of **Smart Business Foundational Curriculum**. The curriculum consists of a monthly 80 minute training call and one monthly 80 minute Q & A call. Sheri will share the most important high ROI strategies for your business in 2010. She will also guide you as she lasers in exactly where your business is at in the Q & As. Each month you will receive CDs and printed transcripts of your ongoing curriculum calls along with a gorgeous binder and CD case upon your entry into the program. From time to time, Sheri will also provide additional visual tools and maps to help you along your journey.

Topics for 2010:

1. Crafting Your Signature Talk
2. Long Lasting Online Marketing Strategies
3. How to Hire and Manage Online Teams in 2010
4. Mastering Your Product/Service Funnel
5. Why Start an Association in 2010
6. Book Publishing for Lead Generation
7. Building Strong Online Joint Venture Partnerships
8. Social Networking in 2010
9. Smart and Simple Branding Techniques
10. Managing Your Bottom Line
11. How To Lead Strategically and Create a Movement
12. Craft Your Success Blueprint for 2011

❖ GIA Blueprint and Tool Kit (For clients who choose our “Association” Track)

Members who choose to focus on the Association business model will also receive our complete GIA Blueprint and Tool Kit Program. Find out all the details on this program below at <http://www.gia-connect.com/blueprint>



❖ **Two Monthly Group Q & As (For clients who choose our “Association” Track)**

You will meet over the phone twice a month with the CEO of GIA, Sheri McConnell (whose regular consulting fee is \$10,000 a day) and other GIA Members, the CEOs of associations and networks around the world to network and get your important questions answered about the growth of your company. Calls are also recorded and posted for download within 48 hours after the call. (Value of this benefit per year: *Over \$12,000*)

❖ **Company Profile on the GIA Website (For clients who choose our “Association” Track)**

Your company profile (logo, description, contact info, and website link) is listed under our “GIA Members” category on every page of **Global Database**. Visitors use this database to locate associations to solve their problems and help them accomplish their goals.

❖ **Immediate Access to Download version of My Millionaire Friends (Wealth Building Mindsets and Models) and The Smart Women’s Guide To Publishing Infoproducts**

My Millionaire Friends: This is my licensed *ACTION Method* that will literally change the way you think so you can think and act more like a successful CEO. (Value of this benefit: *\$1,997*) **The Smart Women’s Guide To Publishing Infoproducts:** This is a 6 module program that walks you through every stage of creating high-end information products and running a successful information product business that reaches 6 figures in the first 12 months. (Value of this benefit: *\$297*)

❖ **Registration Ticket to 2010 SMC/GIA event in October 2010**

In 2010, Sheri will roll out a completely new and exciting three day event for all 3 levels of the Smart Women Success Programs. This event will also include one day completely focused on content for GIA Members. (Value of this benefit: *\$2997*)

Testimonials from just a few 2009 SMC/GIA Event Attendees:

“It was an honor and privilege to watch Sheri in her element. In addition to valuable information, the event presented the opportunity to have our vision for an association as a third piece of our business really come to life. There were also some amazingly talented and wonderful people that Sheri attracted to her event, and the three days were truly magical. This year has been one of great transition for our team, and Sheri’s event really helped bring to life our next steps. We are excited for the next phase and want to simply say thank you to Sheri for providing the space in which we could create our next period of growth.” - Stacey Johns, Media Tonic / PR Takeoff

“I’m back from the GIA Conference and have spent the entire day decompressing from all the excitement and ideas flooding through my mind. I’m very excited about the new journey and greatly look forward to working with you and everyone else this year. Thanks for sharing your vision and support with all of us.” – Kay Gazaway

"My new business partner, Patricia Selimo, and I met Sheri McConnell rather serendipitously in April. We were looking for a mentor to help us establish an on-line association for women like we are... "spiritual women leaders". Patricia and I emerged from Sheri's annual event as the true leaders we are; CEO, President, and Co-Founders of the "INTERNATIONAL ASSOC. OF WOMEN SPIRITUAL LEADERS". Thanks to Sheri's knowledge, her guidance, her sense of humor, and her compassion we are launching with a web-site/blog, valuable member benefits, networking capability for the members, monthly teleseminars, experts, and future teaching modules designed to meet the needs of the membership... just 4 months since initiating working with Sheri!! Sheri is one "Smart Woman" who engenders Success in the people she works with!" - Rev. Ruth Reiner, RN MA, International Association of Women Spiritual Leaders

"Thanks for an inspiring and awesome 3 days at your annual event Sheri! It was wonderful to connect with you and all the other fabulous association leaders! Onward!" – Beverly Bergman, National Association of Female Copywriters

"Wow - i have just had the most intense, fantastic 3 days at the Sheri McConnell event! Met some really amazing women, learned more about myself and how I can offer members at NAOEM more tools! Thanks Sheri!!" – Cathy Alessandra, National Association of Entrepreneur Moms

❖ **Access to Smart Women 2010 Rolodex**

You receive immediate access to links to over **100 of the best companies on the web in over 50 categories** for: website design, logo design, CD duplication, merchant & cart accounts, hotel discounts, podcast posting, article posting, audio recording, teleconference recording, virtual assistants, web marketing, and many more!

Level Two—Smart Women Success Mastermind

COST PER YEAR IS \$25,000

This level is created for entrepreneurs at all levels (existing businesses and startups). It is specifically designed for those persons wanting to build their companies quickly and without making all the costly mistakes you make when you create and grow a company in a vacuum. This program is appropriate for all entrepreneurs who want to learn how to branch into many revenue streams and quit trading hours for dollars. This mastermind program is also for entrepreneurs focusing on the “association model” now or in the future.

Level Two Includes...

❖ **Three LIVE Mastermind Retreats**

The core component of Level Two is our **Three LIVE Mastermind Retreats** each year at resort locations. You will work in the mastermind setting for 2 to 3 full days three times a year (During 3rd weeks of Feb., June, and Sept.) with Sheri McConnell and other motivated entrepreneurs. These carefully designed mastermind events give you the opportunity to showcase your company and accomplish more than you ever thought possible. (*Value of this benefit: \$30,000+*)

❖ **10 PRIVATE 20 Minute One-on-One Sessions**

Level Two members will enjoy ten regularly scheduled 20 minute progress calls one-on-one with Sheri. Sheri will review their advancement, answer questions, and ensure members are on track and progressing toward their goals. (No calls in July or December) (*Value of this benefit: \$4,000*)

❖ **10 PRIVATE Support Group Calls**

Level Two and Three will meet regularly on the phone together with Sheri to update the group on their success and discuss their progress, address any challenges, and share resources. Each call will be 80 minutes long. (*Value of this benefit: \$1,500*)

❖ **Branded Graphic Recordings during All Mastermind Sessions** on large wall murals. Sheri personally hires a talented graphic recorder to come in and document *where you are, where you want to go, and the path to get there* at each mastermind event. Sheri also provides members of the mastermind with jpeg versions of each of your mastermind sessions. (*Value of this benefit: \$3997*)

(More Level Two GIA Benefits on Next Page)

❖ **VIP Registration Ticket to 2010 SMC/GIA event in October 2010**

In 2010, Sheri will roll out a completely new and exciting three day event for all 3 levels of the Smart Women Success Programs. This event will also include one day completely focused on content for GIA Members. In addition, **Level Two and Level Three** members are given **VIP status to this event** and their business will be featured in front of all conference attendees. (*Value of this benefit: \$2997+*)

❖ **Private Forum for all Mastermind Members**

All mastermind members in Levels Two and Three will be given access to our exclusive online forum. They will be able to interact with other members, ask questions, get feedback, share resources, run ideas past each other, and more.

❖ **Everything in Level One (Membership)**

Level Two includes all the benefits of Level One. (*Value of this benefit: \$2997*)

Level Three—Smart Women Success Inner Circle

COST PER YEAR IS \$100,000

Level Three Includes...

This level is designed for the advanced business owner who is ready to move at lightning speed and has already mastered business building basics. The Inner Circle Mastermind are the only clients under the Sheri McConnell Company, Inc. umbrella who receive tailored, one-on-one business planning and opportunities to partner with Sheri McConnell.

❖ **2 Full Days Each Year with Sheri One-on-One.**

This is a unique exclusive opportunity to spend time with Sheri solely on your business. Clients who have worked in person and in the one-on-one setting excel at a much faster speed often leveraging Sheri's ideas and planning into six-figure paydays within a few short months. *(Value of this benefit: \$20,000)*

❖ **Three LIVE Mastermind Retreats**

The core component of Level Two and Three is our **Three LIVE Mastermind Retreats** each year at resort locations. You will work in the mastermind setting for 2 to 3 full days three times a year (During 3rd weeks of Feb., June, and Sept.) with Sheri McConnell and other motivated entrepreneurs. These carefully designed mastermind events give you the opportunity to showcase your company and accomplish more than you ever thought possible. *(Value of this benefit: \$30,000)*

❖ **Weekly 30 Minute PRIVATE One-on-One Calls Each Month** (No calls in July or December)

Level Three members enjoy ten months of regularly scheduled one-on-one calls **equaling 2 hours each month** with Sheri. She will review their advancement one-on-one, answer questions, and ensure members are on track and progressing toward their goals. (No calls in July or December) *(Value of this benefit: \$20,000)*

❖ **Production of One Print Book**

Includes everything but the writing! We will take your finished manuscript and produce a finished high-quality book. This includes editing, cover design, interior design, and much more. And if the writing is hard for you, use your one-on-one in person full days to preplan and brainstorm your book content. *(Value of this benefit: \$15,000)*

(More Level Three GIA Benefits on Next Page)

- ❖ **Car Service and Hotel for 3 Retreats, 1 SMC/GIA Event, and both One-on-One Full Days**
Level Three members enjoy the luxury of having their travel details taken care of. We will take care of all of your hotel/car service costs and arrangements. (Airfare not included) *(Value of this benefit: \$15,000)*
- ❖ **VIP Registration Ticket to 2010 SMC/GIA event in October 2010**
In 2010, Sheri will roll out a completely new and exciting three day event for all 3 levels of the Smart Women Success Programs. This event will also include one day completely focused on content for GIA Members. In addition, **Level Two and Level Three** members are given **VIP status to this event** and their business will be featured in front of all conference attendees. *(Value of this benefit: \$2997+)*
- ❖ **Various Partnership Opportunities Throughout the Year**
Level Three members are given consideration for partnership opportunities such as solo blasts, speaking opportunities, and co-projects with Sheri at any of her companies under the SMC umbrella. Opportunities are given consideration based on appropriateness and ROI for Sheri and the participants. *(Value of this benefit: \$30,000+)*
- ❖ **Includes everything listed in the Level One and Two**
Level Three includes all the benefits of Level One and Level Two. *(Value of this benefit: \$25,000)*

Application

Please accept this as my application to be accepted as one of your exclusive Smart Program participants in 2010. Which membership tier of the Smart Women Success Programs are you applying to join?

- Level One—Smart Women Success Membership**
 Association Track Non-Association Track
- Level Two—Smart Women Success Mastermind**
 Association Track Non-Association Track
- Level Three—Smart Women Success Inner Circle**
 Association Track Non-Association Track

Today's Date _____

Name _____

Company Name _____

Street Address _____

City/Town _____

State _____

Zip Code _____

Country _____

Phone _____

Mobile Phone _____

Fax _____

E-mail _____

Website _____

Assistant Name _____

Assistant Phone _____

Assistant E-mail _____

1. Tell me about yourself.

2. Please describe your business as it is right now.

3. Briefly describe why YOU are a good candidate for the Smart Women Success Programs™.

4. If you could wave a magic wand and change three things in your business or life over the next 6 months, what would they be?

5. What are your three biggest accomplishments in the last five years?

6. Who are or have been your major role models?

7. What's your long term vision for your company—and you?

8. Who or what do you think is your biggest obstacle in reaching your current goals?

9. Who or what do you think is responsible for your current results?

10. What motivates you?

11. Anything else you would like to share with us when considering you for this program?

12. Please check the approximate gross business revenues for each of the indicated years.
 Please note this is completely CONFIDENTIAL.

2010 (Forecasted)

- less than \$100K
- \$500K - \$750K
- \$100K - \$250K
- \$750K - \$1 million
- \$250K - \$500K
- \$1 million -

2009 (On track for)

- less than \$100K
- \$500K - \$750K
- \$100K - \$250K
- \$750K - \$1 million
- \$250K - \$500K
- \$1 million -

2008

- less than \$100K
- \$500K - \$750K
- \$100K - \$250K
- \$750K - \$1 million
- \$250K - \$500K
- \$1 million -

2007

- less than \$100K
- \$500K - \$750K
- \$100K - \$250K
- \$750K - \$1 million
- \$250K - \$500K
- \$1 million -

2006

- less than \$100K
- \$500K - \$750K
- \$100K - \$250K
- \$750K - \$1 million
- \$250K - \$500K
- \$1 million -

2005

- less than \$100K
- \$500K - \$750K
- \$100K - \$250K
- \$750K - \$1 million
- \$250K - \$500K
- \$1 million -

Choose Your Payment Plan

Level One—Smart Women Success Membership

COST PER YEAR \$2,997 (Register before Jan. 1 and save \$400)

- Option 1: Secure my spot via a \$999 deposit and the two remaining payments of \$999 will be billed on January 1, 2010 and February 1, 2010.
- Option 2: Pay for year in full upfront at \$2597 and save \$400.

Level Two—Smart Women Success Mastermind

COST PER YEAR IS \$25,000

- Option 1: Secure my spot via a \$4,000 deposit and the remaining 7 payments of \$3,000 will be billed on a monthly basis starting January 1, 2010 and continuing through July 1, 2010.
- Option 2: Pay for year in full upfront at \$20,000 and save \$5000.

Level Three—Smart Women Success Inner Circle

COST PER YEAR IS \$100,000

- Option 1: Secure my spot via a \$10,000 deposit and the remaining 8 payments of \$11,250 will be billed on a monthly basis starting January 1, 2010 and continuing through August 1, 2010.
- Option 2: Pay for the full year in full upfront at \$87,000 and save \$13,000.

Choose Your Deposit Method

If more than one card is listed for a deposit, we'll divide payment among these cards. If you opted for monthly payments, please list a 2nd card for us to keep on file as a backup. If you are paying in full our team will accept a check or provide you with wiring instructions.

Credit Card#1	_____	Expiration	_____
Credit Card#2	_____	Expiration	_____
Credit Card#3	_____	Expiration	_____
Billing Address	_____		
Signature	_____	Date	_____

Or ... make check payable to Sheri McConnell Companies, Inc. /GIA (Checks not accepted for monthly payments.)

Program Agreement

By signing where indicated below, you irrevocably agree that if Sheri McConnell Companies, Inc. (the "Company" or "we/us") approves your application and accepts you 2010 Smart Women Success Program (the "Program") participant, then this Smart Women Success Program Agreement (the "Agreement") automatically becomes a binding contract between you and the Company; and applies to your participation in the Program. By signing below, you are acknowledging that you have read, agree to and accept all of the terms and conditions contained in this Agreement. We may amend this Agreement at any time by sending you a revised version at the address you provided above.

By completing the Application and signing below, you authorize the Company to charge your credit or debit card, or cash your check, as indicated above, as payment for your membership in the Program, if the Company approves your Application and accepts you into the Program. Furthermore, you agree that if you are accepted into the Program, you are responsible for the full payment of fees for the entire 12-month course of the Program, regardless of whether you actually attend or complete the Program, and regardless of whether you have selected a lump sum or monthly payment plan. To further clarify, no refunds will be issued and all monthly payments must be paid on a timely basis.

We are committed to providing all Program participants with a positive Program experience. By signing below, you agree that the Company may, at its sole discretion, terminate this agreement, and limit, suspend, or terminate your participation in the program without a refund or forgiveness of remaining monthly payments if you become disruptive or difficult to work with, if you fail to follow the Program guidelines, or if you impair the participation of Program instructors or participants in this Program.

We respect your privacy and must insist that you respect the privacy of fellow Program participants. By signing below, you agree not to violate the publicity or privacy rights of any Program participant. We respect your confidential and proprietary information ideas, and trade secrets (collectively, "Confidential Information") and must insist that you respect the same rights of fellow Program participants and of the Company.

By signing below, you agree (1) not to infringe any Program participant's or the Company's copyright, patent, or trademark, trade secret or other intellectual property rights, (2) that any Confidential Information shared by Program participants or any representative of the Company is confidential and proprietary, and belongs solely and exclusively to the participants who discloses it or the Company, (3) you agree not to disclose such information to any person or use it in any manner other than in discussion with other Program participants during Program sessions.

By signing below, you further agree that (4) all materials and information provided to you by the Company are its confidential and proprietary intellectual property, belong solely and exclusively to the Company, and may only be used by you as authorized by the Company, and (5) the reproduction, distribution and sale of these materials by anyone but the Company is strictly prohibited. Further, by signing below, you agree that, if you violate, or display any likelihood of violating, any of your agreements contained in this paragraph, the Company and/or the other Program participant(s) will be entitled to injunctive relief to prohibit any such violations to protect against the harm of such violations.

We have made every effort to accurately represent the Program and its potential. Claims of actual earnings can be verified and examples of actual results provided upon request. The testimonials and examples used are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on many factors, including his or her background, dedication, desire, and motivation. By signing below, you acknowledge that as with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money as a result of your participation in the Program. By signing below, you also acknowledge that you have represented to the Company that payment of your Program membership fees will not place a significant financial burden on you or your family.

The program instructors are not qualified to provide legal, tax, accounting or financial advice, and the information provided to you by the Program instructors is not intended as such. You should refer all legal, tax, accounting, and financially related inquiries to appropriately qualified professionals.

Print Name: _____

Signature: _____

Date: _____

Thank you for your application and agreement. We will personally review it, and a staff member of Sheri McConnell Companies, Inc. will contact you within 7 business days via e-mail or phone to let you know if you are approved. Level Three Inner Circle applicants will require a phone interview with Sheri McConnell. If you are approved, we will process your deposit or payment in full for the amount indicated above, and we'll send you all the details for your 2010 Smart Women Success Program Membership.