



A Special Note if You're Thinking "I Keep Trying, But Nothing's Working!" ...

Many of my clients come to me feeling very frustrated with their business. They are doing a lot of things right, but they can't seem to find a path to success. They are really good at taking care of their clients, but not so good at taking care of themselves and their businesses.

When I work with a client, the first thing I assess is whether their business is aligned with who they are. And 99% of the time, it's not – or else they wouldn't be asking me for help. I see so many people trying to fix the outside, without results. My gift is for seeing how to fix it from the inside. And this is why my clients get such great results when they work with me.

But here's the secret many coaches and mentors would not admit. The answers for finding the path to your success lie within you, not me. I simply draw it out of you.

Not too long ago, I was feeling the same way you might be feeling right now. I knew my business could be successful and I wanted it so badly. I felt blind because I didn't know which steps to take next. I didn't really know what made me special. But I did know I had a passion for travel and dreamed of a successful business built around it. Naively, I believed that if I followed that, the business would magically come. It didn't.

The turning point for me was conceding that I couldn't do it alone and needed help. Not *IN* my business, but *ON* my business. When I finally invested in help (really good help from someone who understood my business – not free advice), the floodgates opened. I learned about me. I saw my brilliance and warmly embraced the notion that we all have a special medicine to share with the world. Not everyone needs our medicine, but those who do, will perish if they don't get it. **THAT** put a fuel under my fire and gave me the inspiration to build a business around my brilliance.

Today, I offer this help to you. I want to draw from inside you the answers you have been searching for, and fix your business from the inside out.

- Did you get into the travel business because you love to travel, but find your career is not fulfilling?
- Are you attracting annoying clients with tight budgets?
- Are you tired of working so hard and getting paid so little?
- Do you wish the general public valued and respected your profession?
- Do you feel hopeless at times and even consider getting out of the business?

I am here to tell you that it **IS** possible to have a fun, thriving travel business that feeds your soul and your wallet, no matter what's going on in the economy. If you are not on that path right now, then there are some things you are doing wrong.

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Perhaps you are making one or more of these common mistakes?

- You are totally unaware of and disconnected to your purpose, or your WHY. In other words, you don't know WHY you do what you do, except to make a living. (By the way, money is not a why. It's a result.)
- You are marketing to and servicing EVERYONE. You have no target market and help anyone and everyone who walks in the door. This is totally draining you.
- You are operating in a business model that is broken. It doesn't serve you and you make very little money. There are not enough hours in the day to make enough money to support you at the rate you are inherently receiving. Because you constantly feel like you have to make more money, you take any and all business that comes your way. You are afraid to charge fees and you would never say "no" to business.

If you are making any or all of these mistakes, then it's time for some VIP Private Coaching.

During the VIP Coaching process, we will makeover your business in 3 Phases:

- I. Demolition and Design – here I take inventory of your assets: your talents, passions, gifts, skills, experience and knowledge, get rid of what's not serving you anymore (like a broken business model) and create a clear message aimed at a hungry buying market.
- II. Create – this is where you and I re-build your marketing foundation by helping you with the concepts for your new Blogsite, Irresistible Free Offer, Ezine, business cards and Warm Letter; *(FYI, the design work and building of these are done by you...I help steer the concepts so it's one cohesive brand and push you to implement faster.)*
- III. Marketing – Once Phase I and Phase II are complete, you are ready to market your new business to the world. In this phase, I help you create a marketing plan and system so that you market consistently and finally attract clients you love.

It's time to expand your vision, stretch you to something bigger and better than you ever imagined. It's time to align your business with who you are. When you do, you know exactly who you should be servicing and you stop servicing everyone. You finally know your target market.

When you know and own your brilliance and align your business with it, you also value what you offer and no longer have a problem charging fees or making more money. You attract a more lucrative clientele. You also become aware of different business models that will serve you better. No more draining you.

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Today, I invite you to allow me to make over your business through the:

VIP Private Coaching Program

Who You Are

You love travel, but your passion has not helped your bottom line. You are incredibly gifted, but you don't own it. You make money, but it's not consistent and you can't see how you will ever make much more. You have tried many different ways to market your business, but always come up empty handed. You love to learn, attend trade shows, travel on fam trips, but are not sure how to apply what you learn. You are motivated and want a quantum leap, you just need direction.

Your Challenges

Because you haven't embraced your gifts and talents, your business is not using your brilliance to its fullest. You don't fully value what you have to offer. As a result, you have a hard time charging service fees, you bend over backwards for your clients, trying to provide the best service possible and never get compensated for all the extra stuff you do. You haven't zeroed in on a particular specialty, because you don't want to turn away business. You know you must learn new marketing tools, and you might have tried some of them, but it's not working and just making you more frustrated.

What You Need Most Right Now

It's time for perspective and some soul searching. You need to take a step back, see if your business is serving you and serving your clients. It's time to get to the heart of your gifts, talents and brilliance. Find that passion again. Then build a business, a brand and a message around this. You will also need to upgrade your financial blueprint. We will identify your money mindsets that are stopping you and create new ones to set you up for a different future. Another important thing you must consider is the business model you have been using and whether or not it is serving you. Once you get this perspective, then you need to get a solid marketing foundation established and systematized, so you can start doing what you love again.

Your Prescription....[The VIP Private Coaching Program](#)



OPTION 1: The VIP Program (Full) Includes:

- 1) ***One* ½ Day LIVE Private Meeting with Meredith** to map out your big vision and create the plan, in Charlotte, NC. (Value: \$4,000)
- 2) ***Six* 30-minute, 1-on-1 private Strategy calls with Meredith.** These calls will take place every month, following the LIVE private meeting, to give you 6 full months of support. (Value: \$2,000)
- 3) **A 60-minute, Business Assessment, private call with Meredith.** This will take place prior to the live meeting. (Value \$750)
- 4) **Complimentary Executive Car Service** to and from Charlotte Airport for the Live Private Meeting. (Value: \$350)
- 5) **Complimentary Hotel Accommodation** (one room, one night) for the Live Private Meeting. (Value: \$250)
- 6) **Exclusive Email Access to Meredith** for laser coaching, if needed. (Value: \$1,500)
- 7) **Online access to the Make Money Selling Travel Blueprint** for the duration of the coaching package (Value: \$400)
- 8) **Honorary Membership** to the Global Institute for Travel Entrepreneurs for the duration of the coaching package. (Value: \$200)

Total Real Value: \$10,450

Your VIP Program Investment

\$1,649 initial deposit, plus \$1,649 per month for 3 months OR...

Invest in one lump sum of \$5,997 and save a generous \$600
(you may use more than one credit card for this option)

OPTION 2: The VIP 1-Day Program (Lite) Includes:

- 1) ***One* ½ Day LIVE Private Meeting with Meredith** to map out your big vision and create the plan, in Charlotte, NC. (Value: \$4,000)
- 2) **A 60-minute, Business Assessment, private call with Meredith.** This will take place prior to the live meeting. (Value \$750)



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Total Real Value: \$4,750

Your VIP 1-Day Program Investment

\$825 initial deposit, plus \$825 per month for 3 months OR...

Invest in one lump sum of \$2,997 and save a generous \$300
(you may use more than one credit card for this option)

If you heard your heart and soul say “YES! I’m so ready for this level of support! I’m ready to invest in me.” ...then fill out the application in its entirety and submit your deposit or “in full” payment information, both of which are FULLY REFUNDABLE if you are not accepted (this is to assure me you are fully committed to making big changes). Applications will be accepted on a first come, first served basis – based upon the order we receive them.

Here’s to discovering your brilliance, building a thriving business around it, leaving your mark on the world and feeling happier than you ever imagined!

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The VIP Private Coaching Program Confidential Application

Please List Your Full Contact Information:

Today's Date _____

Phone _____

Name _____

Mobile Phone _____

Company Name _____

Fax _____

Street Address _____

Email _____

City/Town _____

Website _____

State _____

Assistant Name _____

Zip Code _____

Assistant Phone _____

Country _____

Assistant Email _____

Please Tell Us About You:

Please describe your business as it is right now (include your niche, if you have one):



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What are you currently doing to market your business?

What have been your 3 biggest accomplishments in the last 5 years?

What is the ONE thing you want to change most in your business?

What do you want your business to look like in 3 years – and your life?



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How WILLING and ready are you to invest in yourself RIGHT NOW to play big? (Time, dedication, financial resources?)

Please list the other obstacles you want to overcome to get your business to its next BIG level (please list them in order, with the most pressing issue being #1 – these are in addition to the 1 thing you want to change listed above)?

What do you consider your 3 strongest characteristics?

Who are or have been your major role models?

What parts of your job do you enjoy most? What parts do you enjoy the least?



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Please provide accurate gross business revenue for each of the indicated years. (Please note this is completely **CONFIDENTIAL**. Your application will not be considered without this.)

2008: \$ _____

2009: \$ _____

2010: \$ _____

2011: \$ _____

YTD 2012: \$ _____

What are your ultimate expectations for this program? How will it make a difference in your life?



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Please Choose Your Payment Plan:

- Option 1 (Full)- Installment:** Secure your position in the Travel Business VIP Makeover Private Access Program via a \$1,649 deposit and divide the remainder of your coaching investment in 3 equal monthly payments of \$1,649.
- Option 1 (Full) – Full Pay:** Invest in full and choose one payment of \$5,997 via one or more credit cards, check, or wire transfer.
- Option 2 (Lite) - Installment:** Secure your position in the Travel Business 1-Day Makeover Private Access Program via a \$825 deposit and divide the remainder of your coaching investment in 3 equal monthly payments of \$825.
- Option 2 (Lite) – Full Pay:** Invest in full and choose one payment of \$2,997 via one or more credit cards, check, or wire transfer.

See next page to enter your payment details...



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NOTE: You may select one or more credit cards, checks, or wire transfers for all payment methods.

Choose Your Deposit Method:

If you opted for monthly payments, please list 2 cards for us to keep on file as a backup.

CREDIT CARD Type: Visa/MC/AMEX Card Number: _____ Expiration Date: _____ Security Code (3 digits for VI/MC or 3 digits for AMEX): _____

CREDIT CARD Type: Visa/MC/AMEX Card Number: _____ Expiration Date: _____ Security Code (3 digits for VI/MC or 3 digits for AMEX): _____

CREDIT CARD Type: Visa/MC/AMEX Card Number: _____ Expiration Date: _____ Security Code (3 digits for VI/MC or 3 digits for AMEX): _____

Print Name: _____ **Date:** _____

Signature: _____

Make checks payable to: GIFTE

Please fax completed application to (704) 230-0411. You can also email to us at: info@travelbusinessu.com.

Thank you for your application!