


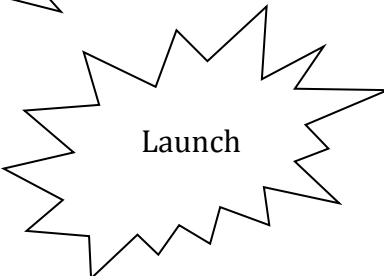





**Mastery Class One: Fireworks + Planning**

<p style="text-align: center;"><b><u>June</u></b></p>  <p>Telesummit</p>  <p>Speaking Events</p>	<p style="text-align: center;"><b><u>July</u></b></p>  <p>Sponsorship</p>  <p>Launch</p>
<p style="text-align: center;"><b><u>August</u></b></p>  <p>One Day Event</p>  <p>Ask Emails</p>	<p style="text-align: center;"><b><u>September</u></b></p>  <p>JV Partner Call</p>

## What is a Firework?

It's an event, program or marketing activity that creates lots of connections for you that translate to sales, conversations and moving your business forward.

- Speaking events
- Sponsoring business events or tradeshow
- Webinars, teleseminars, livestreams (especially with JV Partners)
- Doing a call with a JV Partner (buddies with benefits)
- Hosting your own event (big or small)
- Using a series of Ask Emails to get sessions from your current list
- Launching a program or product or event
- Doing a video series that leads to sessions
- Doing a guest blog post where you get lots of traffic back to a free report that includes conversations
- Finding a large referral partner that is willing to introduce you to a lot of new leads
- Doing a large corporate/organization workshop or training where you ask for sales conversations
- Large List-building events like tele-summits or giveaways
- Getting mentioned in a magazine, newspaper or other PR source that leads a lot of traffic back to your site
- Hosting a major sale to your list

**You want to make sure that you have a firework planned at least every 60 days. If you need money fast, then 2-3 fireworks are needed per month. This is the key to plentiful sales conversations. Fireworks require creativity, strategy and investment over and over again. They also require you to take risks.**