

High Viz for Small Biz™ MasterMind

Dare to live your dreams!

Every business owner, coach, consultant, speaker, author or professional knows that whilst running your own business or selling your time for money can be rewarding, it can also be very tough. On a daily basis you face problems and challenges that need to be resolved. Like how to attract, win and retain even more profitable customers? How to leverage your expertise? How to raise your profile and visibility? How to achieve your goals and ideas? The personal, emotional and financial cost can sometimes be enormous and so we are left to try and find solutions to our problems on our own...

8M Media & Communications has a new and innovative way to attract, win and retain even more profitable customers. It is about positioning for profit and profile and uses a MasterMind format, personal mentoring and a 1-page Goals Plan to maximise your chance of success.

High Viz for Small Biz™ MasterMind ... now gives you another alternative!

We want experts who...

- Have a desire to build their businesses;
- Are prepared to share their experiences and knowledge; and
- Are committed to growth and development.

How High Viz for Small Biz Works

Join a small handful of people in a peer-sharing and one on one mentor program where professionals and experts learn from others, whilst being mentored one on one and using a 1-page goals plan to guide you.

Each Action Learning Group will comprise of up to 10 participants – business owners, experts and professionals from non-competing businesses. You will meet monthly for 3 hours to discuss and find solutions to your problems around branding, positioning, marketing, PR, sales, distribution, networking, public speaking, writing and social media. The program is unlimited, but has a minimum 3-month sign-up period. Challenge yourself to get advice on three of your toughest problems, whilst being mentored one on one for two hours a month and developing a 1-page marketing goals plan.



You will have an opportunity to share a problem.

Together the group will explore the problem in order to help define the “real cause.”

The group will brainstorm possible solutions for you based on their own experiences.

You will develop an action plan to resolve your issue with the support of your peers.

At the next session you will review your progress the issue or tackle a new problem.

During each session, all participants will have an opportunity to share a problem.

The group will then use its combined experience in order to identify possible solutions and an action plan for the business owner. Imagine 10 other experts sharing with you their experience... this really is a powerful opportunity for you to get practical and lasting solutions.

Thomas Murrell from 8M Media & Communications, an experienced facilitator, mentor and marketing advisor will facilitate the sessions. His role will be to make sure that you get value from the sessions and that group members actively and productively work on their problems.

The Action Learning process will help you to generate actions to resolve your own specific positioning and marketing issues, yet it also provides you with the opportunity to learn from the process of actively helping others.

Benefits of Joining

This innovative program is based on our experience and research into how to attract, win and retain even more profitable customers. Here are just a few of the reasons you should attend...

- You will benefit from the collective experience of up to 10 other experts;
- You will be able to implement “real” change in your business and have an “accountability buddy”;
- You can solve long-standing problems;
- You will learn about all aspects of business by finding solutions to many business problems – some of them yours! and
- You will develop a peer support network that can assist you beyond the program and you will learn “how” to approach problems in order to find the best solution for you.
- You will have two hours a month personalised one on one mentoring (Valued at \$660/month).
- You will have a personalised and customised 1-page marketing plan to guide your efforts (Valued at \$5,000)

