

LARRY BROUGHTON

Application for the Private Coaching & Mentoring Program

Yes, Larry, I want to reserve a space in your Coaching & Mentoring Program so that I can skyrocket my success this year. I understand that my application will be reviewed and that I will have a follow up conversation with you to complete the application process.

I also understand that it is really important to have the right people in this program so I am being honest with all my answers. If I misrepresent myself in any way, it may result in my being removed from the program. If I am selected, I will be committed to this program. If I am not selected, I will be referred to a program that fits my current needs.

Please accept this application as my official indication of commitment, approval to process my deposit, and do whatever it takes to succeed in this program. I understand that if I am accepted that I will immediately move forward with my financial and time commitments.

Please Be Honest and Authentic With Your Answers!

Name: _____

Business Name: _____

Address: _____

Phone (home): _____

Phone (work): _____

Phone (mobile): _____

Fax: _____

E-mail: _____

Best days / times to contact me: _____

YOUR CURRENT STATUS

Please describe in detail your current business as it is right now. Include what services you offer, target audience and your role in the business.

My business/company structure is:

- Solo-preneur/Individually owned
- Business partnership
- Limited Liability Corporation (LLC) or Incorporated
- Other (please describe) _____

The support structures I have set up in my business are:

- Office Systems/Procedures Guides (please describe) _____
- Technology/Automation (please describe) _____
- Support Staff/Team (please describe) _____
- Coach, consultant or other business advisor (please describe) _____
- Other (please describe) _____

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I would describe myself as:

- Aspiring Entrepreneur.** I've recently launched my business, or want to be an entrepreneur soon.
- Entrepreneur.** I am well in to my first or second entrepreneurial venture.
- Serial Entrepreneur.** I have launched or been part of several entrepreneurial ventures.
- Other.** _____

The stage I am in:

- Newbie.** I've just started this new business and I'm learning everything.
- Growth.** I know what I'm doing and this year I'm focused on growing my revenue, team and systems.
- Balance.** I've all the success I need/want, now I'm determined to create more freedom, balance and peace.
- "Retire."** I'm completely focused on creating 100% passive revenue so I can focus on my passions in life.

Notes:

I have been in THIS business for:

- Under two years
- Between two and five years
- Over six years

Notes:

My business' financial situation:

- Still struggling to turn a profit. I'm definitely not generating cash flow the way I know is possible.
- Doing OK. Our cash flow is up and down. I'd like more consistency and to increase profits and/or revenue.
- Successful and thriving. I always generate enough income to take care of my personal financial needs as well as the business.

Notes:

Please help us understand the size of your business. What is the gross revenue of your business. This will be held in complete confidence and not shared with anyone.

2010 Forecasted:

- < \$50k \$51 to \$100k \$101 to \$500k \$501k to \$1M \$1.1M to \$3M \$3.1M +

2009 Planned:

- < \$50k \$51 to \$100k \$101 to \$500k \$501k to \$1M \$1.1M to \$3M \$3.1M +

2008:

- < \$50k \$51 to \$100k \$101 to \$500k \$501k to \$1M \$1.1M to \$3M \$3.1M +

Number of employees? Full-time _____ Part-time _____

Number of hours you work weekly? _____ Number of hours you'd LIKE to work weekly? _____

Number of weeks vacation you took this year? _____ Number of weeks vacation you'd LIKE to take? _____

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Check the amount of personal income you paid yourself in the past 12 months?

____ \$0 - \$5,000 ____ \$5,001 - \$25,000 ____ \$25,001 - \$50,000 ____ \$50,001 - \$100,000
____ \$100,001 - \$250,000 ____ \$250,001 - \$500,000 ____ \$500,001 - \$1,000,000 ____ \$1,000,000+

Amount of PERSONAL income you'd LIKE to pay yourself a year from now? _____

What is your Lifestyle Vision?

A lifestyle vision is a picture in your mind of how you want your life to be. A vision of success is bigger than just your career and your business; it is about creating a business that sustains the life you want to live. Tell us about your ideal lifestyle vision.

What are the three most important things you want to accomplish in the next 12 months that would allow you to create more of a freedom-based lifestyle?

1. _____
2. _____
3. _____

What are the things you have tried to accomplish your goals but didn't work?

What are your greatest obstacles to creating the business and lifestyle you desire?

Rate the items below with: 1= never, 2=once in a while, 3=once in awhile, 4=frequently, 5= always happens

- ____ Clarity of goals / objectives
- ____ Cash flow / capital to invest in your biz growth
- ____ Right skills / knowledge to grow
- ____ Isolation / lack of access to right people
- ____ Team building / management
- ____ Battling limiting beliefs / releasing negative thinking
- ____ Confidence in yourself or offerings
- ____ Utilizing high payoff marketing or sales systems
- ____ Generating leads
- ____ Closing Leads
- ____ Time management and prioritization
- ____ Stepping into the "leadership role" vs. being the technician

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- ___ Fear of taking action / making wrong choices
- ___ Not focused on "real passion"
- ___ Can't leap from \$/hr business to leveraged offerings
- ___ Too many opportunities / can't focus
- ___ Work defines you/is your identity and can't break free
- ___ Regularly take long weekends, vacations and other time off to rejuvenate myself
- ___ Leading a balanced life

Please expand on your answers above and give us an example of how your challenges get in the way of doing what you need to do for your success. _____

Do you regularly or frequently use:

- | | | | |
|----------|--------------------------------|----------|--------------------------------------|
| YES / NO | Direct-Mail | YES / NO | Broadcast VOICE |
| YES / NO | Web Site | YES / NO | E-Mail |
| YES / NO | Print Media Advertising, Local | YES / NO | Print Media Advertising, National |
| YES / NO | Radio/TV Advertising, Local | YES / NO | Radio/TV Advertising, National |
| YES / NO | Publicity/News Releases, Local | YES / NO | Publicity/News Releases, National |
| YES / NO | Newsletter | YES / NO | Joint Ventures with other businesses |
| YES / NO | Personal Networking | YES / NO | Tele-Marketing |

YOUR MINDSET

When you make decisions, you move:

- Quickly
- Think about it, analyze pros/cons then decide
- Analyze for months before finally making a decision

Notes: _____

Tell me about a successful experience you had working with a mentor. What worked?

Is there a time when you have had an unsuccessful experience with a coach or mentor? What didn't work? _____

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YOUR COMMITMENT TO THIS PROGRAM

Do you have any other commitments that could keep you from being 100% successful in the program? This could be a job, community service, leadership/board commitments, family, other coaching programs, etc. Tell us why you should be selected for this exclusive opportunity to be mentored in this program?

On a scale of 1-10, 10 being really high, 1 being really low, how willing and committed are you to having me coach you, challenge you and support you in achieving your real goals and dreams, even if it means it will get uncomfortable and stretch you into new possibilities and strengths? (If less than 10, what would have to happen to be at a 10?) Rating: _____

What are the top three things you feel you can contribute to the group?

1. _____
2. _____
3. _____

What budget have you set aside to invest in your growth? _____

If you commit to this program and are accepted, will you be able to commit to the fee without undue stress? Please explain.

Participant Signature

(THIS MUST BE SIGNED IN ORDER TO BE CONSIDERED FOR THIS PRIVATE COACHING PROGRAM)

I, _____ (name) have read the **COACHING & MENTORING PROGRAMS TO CREATE EXTRAORDINARY SUCCESS with LARRY BROUGHTON** description and completed the application as honestly as possible. I understand that Larry and I will discuss the best program level that fits my needs.

At this point in time, I understand I am only applying for the program and am under no obligation to join or make payment. I understand that if I am accepted, I will need to provide payment immediately and complete my Coaching & Mentoring Program Participant Agreement (supplied upon acceptance).

I understand that Larry is providing me a \$200 consultation (fee is waived) to review my application and discuss the program with me to determine if it is a good fit. I will show up for my appointment on time and prepared.

Signature

Date

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Please sign and return via email or FAX. Upon receipt, instructions for booking the session and next steps will be e-mailed to you. Be sure to white list LarryBroughton.net with your server company.