

ROLL OUT SCHEDULE

# WEEK 1

## Dashboard

### LiveONLINE Webinar Gifts

* "6 Mistakes to Avoid Using Social Media" - eBook
* "Five Mistakes in Team Building" - eBook
* "Four Biggest Mistakes Generating Leads" - eBook
* 10 Business Basics Videos
* ActionSTEPS Newsletter
* FREE Business Health Check

### LIVEOnline Webinar Series with Brad

* 8 Habits of High Performance - October 2014
* Leadership & Team Builder Webinar - July 2015
* Making Money With Social Media Webinar - January 2015
* Raving Fan - Customer Service Webinar - May 2015
* Real Money - Real Estate Webinar - August 2015
* Real Money Advertisement - June 2015
* Realize Your Dreams Webinar - November 2014
* Sales Success Webinar - Sept 2014
* Systems Machine - April 2015
* Time Is More Important Than Money Webinar - March 2015
* Your Own Successful Business - Decemeber 2014

## Video

## 11-Webinar Entrepreneurial Series

* Day 01 - Life Success
* Day 02 - Billionaire In Training
* Day 03 - Buy, Build, and Sell
* Day 04 - Profit Multiplied
* Day 05 - Marketing Machine
* Day 06 - Sales Machine
* Day 07 - Retention Machine
* Day 08 - Excellent Employees
* Day 09 - Great Leaders
* Day 10 - Systems Machine
* Day 11 - LEVERAGE

## Business Basics

* Business Basics - A Bit About Learning (6:33)
* Business Basics - Above or Below the Line (5:35)
* Business Basics - Comfort Zone (4:05)
* Business Basics - Entrepreneurial Ladder (8:36)
* Business Basics - Failure (4:49)
* Business Basics - Formula for Change (5:34)
* Business Basics - Games (4:09)
* Business Basics - Goals (8:13)
* Business Basics - Isn't that Interesting? (4:03)
* Business Basics - Leverage (4:29)
* Business Basics - Making Dreams Come True (5:27)
* Business Basics - Quality of Life (6:14)
* Business Basics - Specialist, Generalist (5:48)
* Business Basics - Why Do People Stay Where They Are (5:35)

# WEEK 2

## Audio

### Be x Do = Have

* Be x Do = Have "The Formula For Life - Success" (8:22)

### Master Mentors Audio Series

* Mari Smith (61:47)

## eBooks

### ActionCOACH eBooks

* 5 Mistakes Business Owners Make In Their Business

### Brad Sugars Instant Series

* Instant Closed Doors Sales

## Video

### 6 Steps

* 6 Steps 1 (8:31)
* 6 Steps 2 (8:17)
* 6 Steps 3 (20:36)
* 6 Steps 4 (27:28)

### Business Basics

* Business Basics - Boat Vs. Train (5:06)
* Business Basics - Clarity X Action = Success (4:42)
* Business Basics - Law of Attraction (4:16)
* Business Basics - Law of Intention (3:34)
* Business Basics - Law of Vacuum (4:28)
* Business Basics - Law of Vibration (2:58)
* Business Basics - Past, Present, Future (5:50)

### SalesRICH Series

* SalesRICH - part 6 (1hr 24min)

# WEEK 3

## Audio

### 3 Steps to Profitable Marketing

* 3 Steps to Profitable Marketing - track 1(34:55)

### Be x Do = Have

* Be x Do = Have "Building Your Dreams" (8:30

### Master Mentors Audio Series

* Keith J. Cunningham (63:17)

## eBooks

### ActionCOACH eBooks

* 4 Easy Ways To Generate Repeat Business

### Brad Sugars Instant Series

* Instant Classified Advertising

## Tools

### Getting Started

* Dream Builder
* Guarantee Questionnaire
* Initial 90 Day Action Plan
* Vision, Mission and Culture

## Video

### Business Basics

* Business Basics - 5 Ways to Massive Profits (7:17)
* Business Basics - 5 Ways to Massive Profits: In Use (8:23)
* Business Basics - Accounting View Vs. Action View (4:03)
* Business Basics - Money Flow (5:43)
* Business Basics - Test and Measure (6:52)
* Business Basics - The Definition of Business (4:36)
* Business Basics - The Purpose of Business (5:02)

### SalesRICH Series

* SalesRICH - part 4 (1hr 54min)

# WEEK 4

## Audio

### 3 Steps to Profitable Marketing

* 3 Steps to Profitable Marketing - track 2 (31:27)

### Be x Do = Have

* Be x Do = Have "The Identity Iceberg" (7:30)

### Master Mentors Audio Series

* Jay Conrad Levinson (56:55)

## eBooks

### ActionCOACH eBooks

* 6 Mistakes To Avoid Using Social Media

### Brad Sugars Instant Series

* Instant Business Cards and Letterheads

## Video

### 6 Steps to a Better Business

* 6 Steps to a Better Business (1hr 5mins)

### Business Basics

* Business Basics - 4 Areas to Mastery (3:46)
* Business Basics - 6 Steps to Massive Results (9:31)
* Business Basics - Destination Mastery (6:11)
* Business Basics - Money Mastery: Part One (6:23)
* Business Basics - Money Mastery: Part Three (8:08)
* Business Basics - Money Mastery: Part Two (6:56)
* Business Basics - Time Mastery (7:34)

### SalesRICH Series

* SalesRICH - part 5 (3hr 5min)

# WEEK 5

## Audio

### 6 Steps to Massive Results

* How to Be Successful in Life and Business
* The Basics of Starting A Company
* Time, Delivery and Money Mastery in Your Niche
* To Multiply Your Profits: Divide
* What the Ultimate Goal of Business Should Be: To Profitably Run Without You

### Be x Do = Have

* Be x Do = Have "The Formula For Change" (8:11)

### Master Mentors Audio Series

* Dr. Tony Alessandra (54:30)

## eBooks

### ActionCOACH eBooks

* The 4 Biggest Mistakes Small Businesses Make Trying To Generate Leads

### Brad Sugars Instant Series

* Instant Direct Mail

## Tools

### Strategies

* 4 Key Areas to Systematise Your Business
* 4 Ways to Make Your Business Work More Effectively and Efficiently
* 5 Ways to Increase Your Business Profits – It’s Leverage!
* 5 Ways to Increase Your Business Profits - strategies
* Quick Cash Flow Strategies

## Video

### Action Speaks Louder than Words

* Action Speaks Louder than Words (14:05)

### Business Basics

* Business Basics - Creating Your Niche (6:44)
* Business Basics - Delivery Mastery: Part One (5:48)
* Business Basics - Delivery Mastery: Part Two (7:41)
* Business Basics - How to Create Raving Fans (8:09)
* Business Basics - Leverage and Systems (7:08)
* Business Basics - Team (4:17)
* Business Basics - Unlimited Marketing Budget (7:37)

### SalesRICH Series

* SalesRICH - part 3 (2hr 36min)

# WEEK 6

## Audio

### Action Speaks Louder than Words

* Action Speaks Louder Than Words (14 min)

### Be x Do = Have

* Be x Do = Have "Success In Life - Growing Yourself" (8:05)

### Master Mentors Audio Series

* Brian Tracy (57:16)

### Why You Need a Business Coach

* Why You Need a Business Coach (8:11)

## eBooks

### ActionCOACH eBooks

* 5 Mistakes in Team Building

### Brad Sugars Instant Series

* Instant Brochures

## Tools

### Testing & Measuring

* Daily Retail Sale Sheet - Call in
* Daily Retail Sale Sheet - Walk in
* Daily Sale Sheet - Service (design 1)
* Daily Sale Sheet - Service (design 2)
* Daily Testing & Measuring System - Tally Sheet
* Headline Test Tally Sheet
* Marketing Campaign Breakeven Analysis
* Monthly Testing and Measuring System
* Monthly Testing and Measuring System - ALL LEADS – GENERAL RESULTS
* Monthly Testing and Measuring System - GENERAL MONTH RESULTS
* PERT Goals
* Testing and Measuring Introduction
* Weekly Testing and Measuring System

## Video

### Business Basics

* Business Basics - Creating Long-Term Change (9:18)
* Business Basics - Entrepreneur (6:26)
* Business Basics - Keys to a Winning Team (6:05)
* Business Basics - Leadership (8:21)
* Business Basics - Paradigms (7:55)
* Business Basics - Prognostication: Economics (5:37)
* Business Basics - Prognostication: Technology (5:16)

### SalesRICH Series

* SalesRICH - part 2 (1hr 39min)

# WEEK 7

## Audio

### Be x Do = Have

* Be x Do = Have "Final Thoughts" (3:07)

### Master Mentors Audio Series

* Mark Sanborn (57:35)

## eBooks

### ActionCOACH eBooks

* When Did You Last Grow Profits by 61%?…Here’s 5 Ways to Do So Today

### Brad Sugars Instant Series

* Instant Success Secrets Revealed

## Tools

### Advertisement Critique

* Advertisement Checklist Critique

### Lists

* Personal Learning & Achievement Log

## Video

### Business Basics

* Business Basics - Critical Mass (5:22)
* Business Basics - Gravity and Be X Do = Have (8:10)
* Business Basics - Prognostication: Great Lies (7:15)
* Business Basics - Prognostication: Industry and Military (6:57)
* Business Basics - Prognostication: Leadership and Schooling (7:36)
* Business Basics - Tetrahedron (6:10)
* Business Basics - Thermo-Nuclear Dynamics and Perturbation (7:45)

### SalesRICH Series

* SalesRICH - part 1 (2hr 18min)

### Think, Act, Be Rich

* Think, Act Be Rich DVD (1hr 30min)

# WEEK 8

## Audio

### Master Mentors Audio Series

* Darren Hardy (58:31)

## eBooks

### ActionCOACH eBooks

* The “Accountability Factor”... Here’s How to Make it Work for You and Your Business

### Brad Sugars Instant Series

* Instant Unique Selling Proposition

## Video

### Business Basics

* Business Basics - Buy, Build, and Sell (7:57)
* Business Basics - Buying a Business: Due Diligence (7:37)
* Business Basics - Buying a Business: Making the Offer (8:23)
* Business Basics - Cashflow and Capital (11:01)
* Business Basics - How to Get Into Business for Yourself (6:57)
* Business Basics - Investing is a Mindset (7:12)
* Business Basics - Wealth Creation (8:17)

### BusinessRICH Series

* BusinessRICH Disc 1 (1hr 32min)
* BusinessRICH Disc 2 (1hr 48min)
* BusinessRICH Disc 3 (1hr 47min)
* BusinessRICH Disc 4 (1hr 35min)
* BusinessRICH Disc 5 (1hr 37min)
* BusinessRICH Disc 6 (51 min)

### SalesRICH Series

* SalesRICH - part 7 (2hr 58min)

# WEEK 9

## Audio

### Master Mentors Audio Series

* Jack Canfield (54:40)

## eBooks

### ActionCOACH eBooks

* 5 Questions to Ask Any Business Coach Before Hiring One … (Including an ActionCOACH!)

### Brad Sugars Instant Series

* Instant Testing and Measuring

## Video

### Business Basics

* Business Basics - Building a Marketing Campaign (8:09)
* Business Basics - Buying a Business: Raising Funds (7:47)
* Business Basics - Marketing Strategies - Number of Transactions (8:18)
* Business Basics - Marketing Strategies: Avg. Dollar Sale (7:47)
* Business Basics - Marketing Strategies: Conversion Rate (8:56)
* Business Basics - Marketing Strategies: Lead Generation (6:57)
* Business Basics - Marketing Strategies: Margins (6:26)

### MindRICH Series

* MindRICH Disc 1 (1hr 30min)
* MindRICH Disc 2 (1hr 40min)

### WHITE PAPERS

* White Paper 6: Work at Least 10 Fewer Hours Each Week While Maintaining or Increasing Productivity and Profits

# WEEK 10

## Audio

### Master Mentors Audio Series

* T. Harv Eker (57:44)

## eBooks

### ActionCOACH eBooks

* Coaching. Not Just For Sports.
* Brad Sugars Instant Series
* Instant Strategic Alliances

## Tools

### Templates

* Budget Tempate
* Budget with Cashflow - template
* Business Evaluator worksheet
* Financial Analysis Model

## Video

### Business Basics

* Business Basics - Getting Out Of Debt (9:31)
* Business Basics - Sales Strategies - Franchise (7:42)
* Business Basics - Sales Strategies: Finish (6:57)
* Business Basics - Sales Strategies: Float (5:50)
* Business Basics - Sales Strategies: FLOG (7:08)
* Business Basics - What Stops You From Investing? (7:06)
* Business Basics - Why I Invest (5:27)

### WHITE PAPERS

* White Paper 5: Walk Away From Your Business for a Lifestyle of Dreams

# WEEK 11

## Audio

### Master Mentors Audio Series

* Paddi Lund (60:07)

## eBooks

### ActionCOACH eBooks

* 16 Differences Between Coaching and Consulting… and Why You Need a Coach!

### Brad Sugars Instant Series

* Instant Scripts

## Video

### Billionaire in Training

* Billionaire in Training - Part 2 (1hr 14min)

### Business Basics

* Business Basics - Behavioral Styles: DISC Profile (7:53)
* Business Basics - Brad Sugars Success Formula (7:49)
* Business Basics - Economic Cycles (5:31)
* Business Basics - How People Build Businesses (5:41)
* Business Basics - Modalities of Communication: VAK (6:30)
* Business Basics - What Creates Wealth? (8:04)

### MasterCLASS #3 - 6 Steps to a Better Business

* 6 Steps to a Better Business - Part 1 (49 min)
* 6 Steps to a Better Business - Part 2 (45 min)

### WHITE PAPERS

* White Paper 4: How to Intentionally Attract & Build Dream Teams

# WEEK 12

## Audio

### Master Mentors Audio Series

* Michael Losier (60:49)

## eBooks

### ActionCOACH eBooks

* 21 Ways to Increase the Power and Profit of Your Advertising - Without Spending an Extra Cent (eBook)

### Brad Sugars Instant Series

* Instant Quotes
* Instant Radio Campaigns
* Instant Referral Strategies

## Video

### Billionaire in Training

* Billionaire in Training - Part 1 (1hr 28min)

### Les Brown - 6 Part Video Series

* Les Brown - Part 1
* Les Brown - Part 2
* Les Brown - Part 3
* Les Brown - Part 4
* Les Brown - Part 5
* Les Brown - Part 6

### WHITE PAPERS

* White Paper 3: 12 Essential Characteristics of an Entrepreneur

# WEEK 13

## Audio

### Master Mentors Audio Series

* Les Brown (53:18)

## eBooks

### ActionCOACH eBooks

* Action Speaks Louder Than Words (eBook)

### Brad Sugars Instant Series

* Instant Point of Sale Systems
* Instant Press Advertising
* Instant Press Release

## Video

### MasterCLASS #1 - Millionaire Mindset

* Millionaire Mindset - Disc 2 (2hr 35min)
* Part A of Disc 1 - Millionaire Mindset (1hr 8min)
* Part B of Disc 1 - Millionaire Mindset (1hr 5min)

### WHITE PAPERS

* White Paper 2: 11 Ways to Double Your Customer Base in Four Weeks

# WEEK 14

## Audio

### Master Mentors Audio Series

* Ivan Misner (51:56)

## eBooks

### Brad Sugars Instant Series

* Instant Host Beneficiary
* Instant Loyalty Strategies
* Instant Newsletters

## Video

### MasterCLASS #2 - The Wealth Coach

* The Wealth Coach - Part 1 (32:38)
* The Wealth Coach - Part 2 (37:07)
* The Wealth Coach - Part 3 (38:32)
* The Wealth Coach - Part 4 (39:19)

### WHITE PAPERS

* White Paper 1: Recesion-Proof Your Business

# WEEK 15

## Audio

### Master Mentors Audio Series

* Jeff Gitomer (55:30)

## eBooks

### Brad Sugars Instant Series

* Instant Flyers
* Instant Yellow Pages

## Video

### Business Excellence Forums

* Day 1 - Brad Sugars - Morning Session Part 1
* Day 1 - Brad Sugars - Morning Session Part 2

### MasterCLASS #5 - 7 Rules to Profit From Property

* 7 Rules to Profit From Property - part 1 (2hr 13min)
* 7 Rules to Profit From Property - part 2 (2hr 10min)

# WEEK 16

## Video

### Business Excellence Forums

* Day 1 - Brad Sugars - Afternoon Closing Session
* Day 2 - Brad Sugars - Afternoon Closing Session
* Day 3 - Brad Sugars - Morning Session Part 1
* Day 3 - Brad Sugars - Morning Session Part 2

### MasterCLASS #4 - Successful Franchising

* Successful Franchising (2hr 4min)

### Proven Strategies to Achieve Property Mastery

* Proven Stratagies to Acheive Property Mastery (1hr 7min)

### The Property Coach

* The Property Coach - Disc 1, Part A (32min)
* The Property Coach - Disc 1, Part B (34min)
* The Property Coach - Disc 1, Part C (31min)
* The Property Coach - Disc 1, Part D (28min)

# WEEK 17

## Video

### Business Excellence Forums

* ActionCOACH Bruce Wilson - Life Is A Mirror
* ActionCOACH Chuck Kocher - Leading at the Highest Level
* ActionCOACH Greg Stonehocker - Money: Isn't It About Time?
* Day 3 - Brad Sugars - Afternoon Closing Session

### The Property Coach

* The Property Coach - Disc 2, Part A (39 min)
* The Property Coach - Disc 2, Part B (32 min)
* The Property Coach - Disc 2, Part C (22 min)
* The Property Coach - Disc 2, Part D (26 min)

# WEEK 18

## Video

### Business Excellence Forums

* ActionCOACH Doug Winnie - Earning Like and Trust
* ActionCOACH Ford Kyes - Novel Approach to Margin Mastery

### The Property Coach

* The Property Coach - Disc 3, Part A (33 min)
* The Property Coach - Disc 3, Part B (38 min)
* The Property Coach - Disc 3, Part C (34 min)
* The Property Coach - Disc 3, Part D (37 min)
* The Property Coach - Disc 4, Part A (15 min)
* The Property Coach - Disc 4, Part B (15 min)
* The Property Coach - Disc 4, Part C (15 min)
* The Property Coach - Disc 4, Part D (8 min)

# WEEK 19

## Video

### Business Excellence Forums

* 2015 BEF / Coach Conference - Rob Garibay Part 3
* ActionCOACH Chris Carman - 7 Killer Strategies to Build a Referral Based Business
* ActionCOACH David Ford - Who is Really Your Target Market?
* ActionCOACH Rick Crossland - Better Bottom Line Performance
* ActionCOACH Rob Garibay - How to Understand Your Financials
* BEF 2015 - David Ford
* BEF 2015 - Doug Winnie - Million Dollar Mindset Part 1
* BEF 2015 - Doug Winnie - Million Dollar Mindset Part 2
* BEF 2015 / Coach Conference - Rob Garibay Part 1
* BEF 2015 / Coach Conference - Rob Garibay Part 2
* BEF Day1 03 Rob Garibay
* BEF Day1 04 Brad Sugars
* Darren Hardy - Morning Session Part 1
* Darren Hardy - Morning Session Part 2