



Events Calendar – Last Quarter 2011

The first three Wednesdays of every month, we host an online event that brings you the best success ideas, strategies and tactics from John Assaraf and world leading experts in science, finance, business and personal development.

Here's why you should attend these events:

- You learn the best, most cutting edge ideas, strategies and tactics to apply to your business, career, financial and personal growth.
- You receive step by step help on implementation and receive complimentary manuals, quizzes and exercises.
- John, guest experts and the PraxisNow Team answers your questions directly that can help you breakthrough any challenges and mental blocks.
- You connect with likeminded members of the community in the live chat forum. Members share their experiences, ideas, insights and breakthroughs that can assist you greatly.

We will also throw in **bonus interviews and trainings** that are not mentioned in the calendar. These are super surprises we share with all members. Stay tuned at the www.praxixnow.com/community for further details.

See below for Calendar details for October-December 2011



October Theme – Your Business Growth

You'll learn how to:

- Develop a business mindset of mega-millionaires
- Identify and understand your customers better than they understand themselves
- Pinpoint their hot buttons to what excite and frustrate them
- Develop a solid vision, business plan, revenue plan, sales and marketing plan that eliminates all guesswork
- Create extreme value backed by an amazing customer experience that will retain your customers and yield higher profits for your business

Live Video and Training & Coaching (Gold Members only)

Date: October 5th

Topic: Mastering your Business Growth – hosted by John Assaraf

Description: John discusses the need for a clear mission & vision statement for your business, how to identify your ideal clients, how to create a revenue plan and the process of lead generation, lead qualification, lead nurturing and lead conversion to drive massive revenues on a predictable, measurable and consistent basis.

Forum Training and Coaching (Gold/Silver Members)

Date: October 12th

Topic: Recap on Mastering Your Business Growth - hosted by the PraxisNow Team

Description: We answered any questions you had regarding revenue planning, creating an ideal client profile, the decision making process, the sales process, marketing -lead generating and capturing, creating lifetime value and more.

Expert Interview (Gold/Silver Members)

Date: October 19th

Topic: The Golden Process of Marketing - hosted by John Assaraf with guest expert, Bob Norton.

Description: John and Bob discuss the segmenting processes in organization with greater focus on:

- Lead generation
- Qualification
- Nurturing
- Closing deals
- Follow-up



About Our Guest Expert: Robert Norton, President and CEO of C-Level Enterprises, has over 20 years experience as a full-time President and CEO of numerous successful companies. He has helped launch several startup companies. His experience spans all key disciplines necessary to start, grow and exit businesses in several industries.



November Theme – Masterminding

You'll learn to fully utilize a mastermind group to:

- Get clarity on your goals and take action
- Borrow and use the education, influence, and capital of others
- Access the latest proven, tested, breakthrough strategies, ideas and technologies
- Create a safe place for likeminded members to share fresh ideas, what's working, and what's not
- Accomplish in one year more than you could in a lifetime without a group

Live Video and Training & Coaching (Gold Members only)

Date: November 2nd

Topic: Masterminding for your Business, Financial and Personal Success– hosted by John Assaraf

Description: In this session, John gives you the groundwork to create and conduct mastermind groups that will benefit and empower each member to grow their business, finances and self. We will also conduct a live mastermind session to show you its practical power.

Forum Training and Coaching (Gold/Silver Members)

Date: November 9th

Topic: Recap on Masterminding for your Business, Financial and Personal Success – hosted by the PraxisNow Team.

Description: We will recap the highlights of creating a fruitful mastermind group and conduct another practical session to drill in the fundamentals.

Expert Interview (Gold/Silver Members)

Date: November 16th

Topic: Leapfrog your success with Masterminding – hosted by John Assaraf with guest expert, Joe Polish.

Description: John interviews Joe on not only what makes a great mastermind group, but how to truly tap into the genius of a team to trigger major mental shifts in you and thus your finances.



About Our Guest Expert: Joe Polish is the Founder and President of Piranha Marketing Inc., and the creator of the Genius Network Interview series. His marketing expertise has been utilized to build thousands of businesses of all sizes, from small mom-n-pop cleaning companies to large multi-national corporations.

Joe's passions today are developing his high level Genius Network Mastermind group, a marketing "brainstorming" group for highly successful entrepreneurs, and his charitable fundraising mastermind (the Centurion Mastermind), which the past year has donated a half million dollars to Virgin Unite.



December Theme – Goal Setting and Planning

You'll learn how to:

- Get clarity on where you are and where you want to be
- Apply a powerful, proven goal-setting system that will show you how to get what you want faster and easier
- Get past roadblocks such as fears, doubts and uncertainty
- Measure your progress daily, weekly, monthly, and quarterly and make necessary course corrections
- Tap into the power of your subconscious to make your goals a reality

Live Video and Training & Coaching (Gold Members only)

Date: December 7th

Topic: 2012- Planning for Your Best Year Ever – hosted by John Assaraf

Description: Don't try to hit the bull's-eye blindfolded! John walks you through the fundamentals of goal setting by teaching you how to write goals and how to keep on track daily. You will create a step-by-step 30/60/90 day and 1 year action plan in every area of your life that will yield massive results.

Forum Training and Coaching (Gold/Silver Members)

Date: December 14th

Topic: Recap on Planning for Your Best Year Ever - hosted by the PraxisNow Team

Description: In this session, we revisit the fundamentals of goal setting and tweak your goals for maximum growth. You are also encouraged to share your top 3 goals for the New Year with other members. So get your wheels turning and your goals written down!

Expert Interview (Gold/Silver Members)

Date: December 21st

Topic: The Power of Planning and Setting your Goals – hosted by John Assaraf with guest expert, Brian Tracy

Description: John and Brian explore elements of goal setting and the steps necessary to set and accomplish goals of any size. Tracy shows how to do the crucial work of determining your strengths, values, and true goals, how to overpower every problem or obstacle, how to overcome difficulties, how to respond to challenges, and how to continue moving forward no matter what happens.



About Our Guest Expert: Brian Tracy has consulted for more than 10,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 55 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year. He has studied, researched, written and spoken for 30 years in the fields of economics, history, business, philosophy and psychology. He is the top selling author of over 45 books that have been translated into dozens of languages.

Event FAQs

What are the events and what's the difference between each one?

Every month we focus on a special theme. Themes for example can range from Maximum Productivity, Money Mindset to Business Strategies & Tactics and more. There are three main events per month that delves into a theme:

Monthly Live Training & Coaching

This session occurs the 1st Wednesday of every month and is open exclusively to GOLD members. It's a Live 120 Minute Training & Coaching with John Assaraf and world renowned experts in the studio.

The screenshot shows a web page for a "Monthly LIVE Training and Coaching Session". At the top, it says "Welcome GOLD MEMBERS to the Monthly LIVE Training and Coaching Session" and "THE NEXT SESSION IS ON: Wednesday June 1st, 2011 2PM PST (California Time)". Below this, there are three main sections:

- Next Steps:** A list of four instructions: 1. Refresh your browser at exactly 2PM PST to watch the live interview. 2. Join the chat session to interact with our team and other NeuroTrainers. 3. Join the phone conference call to ask John a question by telephone. 4. Scroll to the bottom of the page on the left to download your workbook.
- Watch Live Video Feed:** A video player showing a man in a suit sitting in a chair, waving. A red arrow points from the "Watch Live Video Feed" text to the video player.
- Connect via Phone:** A section titled "Instructions for Joining the Call by Phone" with a red telephone icon. It includes instructions: "Click here to join the call", "Enter your NAME and EMAIL address and click 'Register'", "Check your inbox (including junk mail) A confirmation email will be sent to your inbox with the call-in number and the PIN.", and "Call the number you are given and enter the PIN". A red arrow points from "Connect via Phone" to this section.

On the right side, there is a chat window titled "LIVE Monthly Training and Coaching Session" for "Wednesday June 1, 2011". It shows a list of messages from users like "PraxisNow - Michael" and "PraxisNow-Kristen". A red arrow points from "Interact with other Members" to the chat window.

Live Forum Training & Coaching Session

This is a 1 hour follow up session which occurs the 2nd Wednesday of every month to answer more of your questions on the theme of the month. John or the PraxisNow Team is up close and personal sometimes on video or via the Live Forum Discussion box interacting and answering your questions real-time. You also get to interact with other members.

Expert Interviews

The 3rd Wednesday of every month John interviews one of the world's leading experts in brain science, business or personal growth and development. These interviews will give you a solid foundation as well as the motivation, strategies and tactics to help you achieve results faster. The interview is streamed while you can simultaneously interact and discuss with other members in the Live Forum.

Here's the full schedule:

Event	Date: per month	Time	Duration	Video/Audio	Open to these Members:
Training & Coaching Session	1st Wednesday	2pm California Time	2hrs	Both Video & Audio	Gold only
Live Forum Training & Coaching session	2nd Wednesday		1 hr	Video (sometime Chat only)	Gold & Silver only
Expert Interview	3rd Wednesday		45 mins	Audio only (sometimes video)	Gold & Silver only

For all events arrive at least 5 minutes early. The discussion forum opens just before 2pm and you can introduce yourself and your location. The video/and or audio broadcasting starts approximately at 2:05pm PST. At the end of every event you can remain on the discussion forum to network, review your lessons, ask questions and create your action items.

How do I attend an event?

You will receive an email notification with a link 24 hours prior to the event and a few minutes just before the event begins. Click on the link. You will be asked to login. You will then see the event page.

You can also go to www.PraxisNow.com/members and hover your mouse over "Live Events" to select the respective event.

How do I view replays?

Replays are posted on site 48-72 hours (working days) after the event. You will receive an email notification when an event replay is posted. If there are delays we will alert you.

You can also go to www.PraxisNow.com/members and hover your mouse over "Training" to select the respective event replay. Here you will find recordings of each event, downloadable mp3s, top lessons, transcripts and discussion logs.

Need additional help?

Contact Kristen at customerservice@praxisnow.com