



# MASTERMIND

PRIVATE APPLICATION 2014



Join Robin Kramer & Tracy Matthews...



...in an exclusive group of maximum 10 ambitious jewelry designers and take your jewelry business to the next level in 2014!

### *Our Story*

We are Tracy Matthews and Robin Kramer, dear friends and now business partners who have been working in the jewelry industry for a combined 30+ years and the retail/wholesale industry for over 40 years. We met in January of 2006 in New York at the ENK Accessories Circuit show. Robin was the director of sales for Dogeared Jewels & Gifts and Tracy was representing her collection of contemporary jewelry under her eponymous label, Tracy Matthews Designs, Inc. We are on a mission to help jewelry designers Flourish & Thrive in their business.



## About the Flourish & Thrive Mastermind

The Flourish & Thrive Mastermind is a focused 9-month program that will provide you with a solid sales strategy for 2014 as well as a business roadmap for 2015. You will be given a strong framework for greater profitability along with a larger and more fine tuned customer base. The objective of the program is increased sales and overall company growth.

Throughout the 9-month period, you will develop your best business practices and be held accountable for your business growth. You will have access to one-on-one coaching with Tracy and Robin as well as support from a hand-selected community of like-minded jewelry designers.

Our mastermind is for jewelry designers who are ready to treat their business like a business, who want to take their business to the next level, who have a strong desire to increase their overall profitability by leaps and bounds and who are will do whatever it takes to get there.

You will be considered for this program if you are a designer who is ready and willing to invest in yourself and who is serious about making a commitment to your business. It is for those who are ready to have their business Flourish & Thrive and have 2014 be their most successful year.

### *Key features of this unique mastermind:*

- **Exclusivity:** Maximum of 10 ambitious designers accepted.
- **Growth:** The focus is increasing your overall sales and profitability.
- **Personal Attention:** You have access to us for email and live support.\*
- **Private Coaching:** Two 1 hour coaching sessions per month with Tracy and Robin.
- **Collaboration:** Monthly group mastermind call every month.
- **Contributors:** Guest speaker call every month.
- **Customized Service:** A premier mastermind specifically tailored for you and your business.



*When you join Flourish & Thrive Mastermind 2014, here is what you can enjoy:*

- Goal Setting and Visioning experience.
- Unique 1:1 experience that helps you reach your individual goals.
- Accountability to set and reach your goals.
- Ongoing feedback on your collection and business direction.
- Business, Marketing and Sales coaching catered to your individual needs.
- Introductions to influencers when deemed appropriate for your business.
- Email access for your burning questions.
- Step by step plans to facilitate your business growth.

*This is perfect for you if you are...*

- Ready to increase your sales and power forward in your jewelry business.
- Highly motivated and committed to taking consistent action to achieve growth in your business.
- Someone who is willing to embrace honest feedback and is open to receiving business advice.
- Positive and supportive of other designers and aren't afraid to share your knowledge for the good of the group.
- Open to having the best year of your business life, certain that Tracy & Robin are the ladies to get you there, and the ability to kick some ass.

*This is NOT for you if you are...*

- Not committed to treating your business seriously or are unsure if Tracy & Robin are the right fit for you.
- Uber-sensitive to constructive feedback or are unwilling to give feedback and support to others
- Unmotivated to implementing solutions quickly or unwilling to do the work yourself.
- Placing yourself or your family in financial hardship by participating in this mastermind.



## What jewelry designers are saying about Tracy & Robin:



"My experience working with the Mastermind program has been incredible! My business has grown to the point where I am working full-time in my jewelry business and making it work. The accountability and support has been priceless. Having Tracy and Robin to check in with and keep me on track, plus provide me with suggestions based on years of actual industry experience, has helped me to stay focused. I feel like at the end of the Mastermind program, I have had the space and guidance to discover what I really want to do with my jewelry business. The Mastermind program is perfect for anyone who is dedicated to building a foundation for their jewelry business and is ready to take it to the next level."

~ Sarah Swift, Designer, [www.sarahswiftjewelry.com](http://www.sarahswiftjewelry.com)



"When I started working with Tracy & Robin I was at a creative plateau. I had left the corporate world to pursue a creative life which was great but as the business grew so did the number of left brain tasks effectively rendering my right brain comatose. I wasn't even sure if I could even revive the patient! The biggest change I have seen is the creative momentum I have built. And I've also gained a new sense of energy for building my business. Since January, I have introduced several new designs that have been well received by my buyers and I am certain they will be strong sellers. My excitement and confidence for growing my business and my brand is rejuvenated!"

Kathy Lo, Designer, [www.kathylo.com](http://www.kathylo.com)



"I've seen some significant changes in my business since I started working with Tracy & Robin in their Mastermind program. My biggest accomplishments have been developing a cohesive collection with 38 offerings (I started with 12 designs) and launching my new website. My approach to my business has completely changed as I am now considering how something will be produced before I even design it. Even though I consider myself a designer at heart, I think of my business as a business owner now and I am confident that everything is going to work out.

My favorite part of the mastermind was the ability to connect and stay accountable with not only Tracy & Robin, but the other designers, as well. The monthly group and guest calls were a great way to support each other and to also learn from experts and famous designers about different aspects of the business."

~ Christy Natsumi, Designer, [www.christynatsumi.com](http://www.christynatsumi.com)



"The evolution of my business over the past year has been GREAT since I joined the F&TA mastermind program. After working with Robin & Tracy I feel confident that I am doing the right thing professionally. During the mastermind, I landed into an amazing partnership with UncommonGoods. Because of the systems I now have in place, I am able to fulfill these unbelievable purchase orders that keep on coming in! If this happened a year ago, I really would have been in trouble and totally overwhelmed!

Tracy and Robin are supportive, positive and keep you going when things are tough. They are always there if I have a question or need help with anything. Garden of Silver is now poised and ready to hit the next level. Working with Robin and Tracy has been an integral part of my business growth."

~ Eileen Baumeister McIntyre, [www.gardenofsilver.com](http://www.gardenofsilver.com)



## Your Flourish & Thrive Mastermind membership includes:

FEATURES	VALUE
Monthly 1:1 coaching	\$4500 (\$500/month)
Monthly Group Mastermind Calls	\$2500
Monthly Guest Speaker Calls with successful designers, reps, store buyers, etc. (9 speakers total)	\$3500
Private Discussion Forum to interact	\$4000
Opportunities for introductions to influencers (priceless)	\$6000
Unlimited Email Access to Tracy & Robin for 12 months	\$8000
Feedback on Copy for Marketing and Sales Materials	\$2000
Feedback on Business Strategy and Systems	\$2000
Complimentary Access to course programs Laying The Foundation, Multiply Your Profits, Dream Client & Ramp Up Your Holiday Sales	\$1680
<b>Total Value:</b>	<b>\$34,200</b>
<b>Actual Investment:</b>	<b>much less</b>

Membership fee, investment options and financial agreement will be provided upon approval of your application. By submitting an application you are by no means under any financial obligation.



## Are you ready for a world-class experience?

If you answered YES to the question above and that you do agree with the following statement:

"Yes Tracy & Robin, I want to partner with you and gain full access to your coaching, your network and your expertise as a member of Flourish & Thrive Mastermind 2014.

I understand that you will use this application to select the ideal group of action-oriented, like-minded entrepreneurs, and that you will let me know within 15 business days if I've been accepted."

### *Take action now!*

\* All information submitted in the Mastermind Application to F&TA is confidential and shall not be shared or released publicly under any circumstances. Results from participation in the Mastermind will only be released upon written approval of the designer. Applications will be accepted after October 3rd, 2013, on a first come, first served basis.

Download this PDF. Fill out this application, save the file and send it as an attachment to [mastermind@flourishthriveacademy.com](mailto:mastermind@flourishthriveacademy.com).

### *Please submit by 10/31/13.*

We'll respond to your request within 15 business days. **Acceptance is granted on a first come first serve basis.** Please keep in mind, we will only accept applicants that are ready for this type of business commitment.





## Mastermind Questionnaire

FULL NAME

ADDRESS

(CITY, STATE, ETC.)

EMAIL ADDRESS

PHONE

BUSINESS NAME

WEBSITE

DESCRIBE YOUR BUSINESS AND LIFESTYLE NOW.

WHAT ARE YOU STRUGGLING WITH IN YOUR JEWELRY BUSINESS? BE SPECIFIC.



WHAT ARE YOUR TOP 5 GOALS FOR 2014?

WHAT ARE THE BIGGEST OBSTACLES IN REACHING YOUR GOALS? WHAT'S HOLDING YOU BACK?

WHAT DO YOU NEED HELP WITH RIGHT NOW?

sales  
marketing & PR  
website feedback  
pricing  
collection development  
cash flow  
systems and processes  
production  
outsourcing  
business growth  
targeting your ideal clients  
overall business branding  
accounting  
other: please list here



HOW MUCH REVENUE ARE YOU BRINGING IN FROM YOUR JEWELRY BUSINESS YTD?

HAVE YOU WORKED WITH A BUSINESS COACH BEFORE? IF SO, HOW WAS YOUR EXPERIENCE?

WHAT ARE YOUR BEST SKILLS?

WHAT WAS YOUR GROSS REVENUE FOR 2012 & 2013?

WHAT GROSS REVENUE GOAL WOULD YOU LIKE TO HIT FOR 2014?

WHAT IS THE SINGLE BIGGEST THING THE F&TA MASTERMIND CAN HELP YOU WITH?



WE WANT TO WORK WITH DESIGNERS WHO READY TO MAKE SOME MAJOR SHIFTS IN THEIR JEWELRY BUSINESS. WHY ARE YOU A GREAT CHOICE?

IS THERE ANYTHING ELSE YOU WOULD LIKE TO ADD?



"When I started the Mastermind, my business was in place where it was growing but I wasn't ready to handle growth. I had (some) systems in place and I (sort of) knew how much money was coming in, but I needed to do major "body work" to get on the right track.

Since I started the Mastermind, my confidence and excitement about my business has been amplified. I have a clear head and much more deliberate plans and direction. My business has grown tremendously, gained a lot of momentum and achieved goals that I didn't know were possible. Whenever, I need help with something, I have the support Tracy & Robin and an amazing community. This program is incredible!"

~ Colleen Mauer, Designer, [www.colleenmauerdesigns.com](http://www.colleenmauerdesigns.com)

## Let's Get Started!

1. Scroll up to page 9 and complete the application on pages 9 thru 12.
2. Save your completed application to your computer and submit it to [mastermind@flourishthriveacademy.com](mailto:mastermind@flourishthriveacademy.com)
3. Be sure to submit your application before 10/31/13 and we will respond within 15 business days.

*To Your Success!*  
*Tracy & Robin*