



# MASTERMIND

PRIVATE APPLICATION 2013



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 2013!

### *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 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 2013 as well as a business roadmap for 2014. 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 2013 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.
- **Customized Service:** A premier mastermind specifically tailored for you and your business.



*When you join Flourish & Thrive Mastermind 2013, 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:



"Tracy has been a tremendous help in the evolution of my business!! She has firmly motivated me to get things done, all the while offering extremely supportive feedback!"

~ **Lindsay Lee, Designer, [www.lindsaylee.com](http://www.lindsaylee.com)**



"From the time I met Robin over 5 years ago, she has been my go-to person when I need sales advice. It's been one of the best investments we've made for Viv&Ingrid. Robin knows A LOT (both about the industry and practically everyone in the industry!). And if she takes you on as a client, she is committed to seeing you succeed. But beyond that, she is fun, thoughtful and creative, and we feel privileged to be working with her."

**Vivian Wang, Creative Director, Viv & Ingrid, Co.**  
**[www.vivandingrid.com](http://www.vivandingrid.com)**



"I was a little hesitant at first to sign up for the course. I had been in the business awhile and I thought a lot of the information would have been a repeat of what I have learned over the years. I am so glad that I DID sign up. I now realize the difference between working IN my business and ON my business. In fact, I decided to switch my business directions entirely. The insight and tools that I have received from Tracy & Robin gave me a crystal clear vision of my path for highest profitability."

~ **Meagan Reelitz, [www.meaganreelitz.com](http://www.meaganreelitz.com)**



"I've known Tracy for a long time, followed her growing business and the awards that she has won. So I figured working with Tracy & Robin has got to be good. And it was! Two great women with tons of resources, connections, guidance and encouragement. The biggest benefit was the renewed passion for my business. I am so much more organized and scheduled as a result. I'm happy, more hopeful, reenergized and making tons more money than I was before working with them."

~ **Julie Schmidt, [julietjewelry.com](http://julietjewelry.com)**



"Most of the jewelry artists I know are in the dark with the business side of things. Since I started working with Tracy & Robin, I have a much clearer picture of the marketplace and the business behind my art. More importantly, I am much more focused, organized, determined and psyched!"

~ **Nancy Troske, [NancyTroske.com](http://NancyTroske.com)**



"In the past, I had worked with creative coaches so I was pretty clear around the "core" foundation of my business. The best part about working with Tracy & Robin was that you could select the level of involvement that worked best for you and your budget. The two of you are so dedicated and involved in the teachings. I am now using the tools you gave me to break down overwhelming tasks and put my clarity into action!"

~ **Sapna Mehra, [SapnaMehra.com](http://SapnaMehra.com)**



## Your Flourish & Thrive Mastermind membership includes:

FEATURES	VALUE
Monthly 1:1 coaching	\$4500 (\$500/month)
Monthly Group Mastermind Calls	\$2500
Private Discussion Forum to interact	\$4000
Opportunities for introductions to influencers (priceless)	\$6000
Email Access to Tracy & Robin	\$6000
Feedback on Copy for Marketing and Sales Materials	\$2000
Feedback on Financials	\$2000
Guest Speaker Q&A Calls	\$2000
Complimentary Access to course programs V1 and V2	\$1000
<b>Total Value:</b>	<b>\$30,000</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 2013.

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!*

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

### *Please submit by 12/10/12.*

We'll respond to your request within 5 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 2013?

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 2011 & 2012?

WHAT GROSS REVENUE GOAL WOULD YOU LIKE TO HIT FOR 2013?

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?