



The Collective Mastermind Executive Summary

For More Traffic, Leads, Sales, Profit and Cash
Plus Better Health and Longevity, and Wiser
Investments For Your Dream Life by Design

Greg Cassar

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What If You Really Can Have It All?

The Collective Mastermind is a mentorship & peer advisory mastermind for successful CEO's, Entrepreneurs & Investors wanting more traffic, leads, sales, profit & cash, plus better health & longevity, & wiser investments to set themselves up for life, while living their dream life by design.



So you currently are a lone wolf...

Business and life has been hard for many CEO's, entrepreneurs & investors following what I think you would agree has been a crazy couple of years.

If you want it all, you can figure out all the pieces of the puzzle for yourself by trial & error (the longer, slower, less certain way).

Or you can join a 'pack' & thrive, not just survive

The Collective is the highest level mastermind in Australia - positive like-minded people who come together to learn, share, help each other, laugh, have adventures & party.

Think of it as a short cut - like getting given the answers on the business, sales, marketing, health, longevity & investing test so you can spend more time on the important things in life like family, friends & lifestyle.





Success Leaves Clues

Ask any multi-millionaire -- they all learned this stuff. The path to success, wealth & freedom is very similar for most high net worth individuals.

They all have millionaire mindset, business knowledge, marketing skills, selling skills, they get leverage with investing, and the smartest are also bio hacking and design their perfect lifestyle.

They say you need to be in the right spot at the right time & recognise opportunities that come your way - think of this as a sliding door. If you go through it & become a member your business, investing, health & lifestyle will change significantly.

The Collective Mastermind will transform & evolve you into a higher value individual. Here's just a small sample of what you are going to learn...

Millionaire Mindset



As much as 80% of success is your mindset & how you manage your emotions. You can't build a multi-million dollar + business or portfolio with a \$100 mindset.

- Identify & **overcome blockages** & beliefs that are holding you back
- Learn how to master annoying **negative thoughts** (A.N.T.S)
- Build the best version of you & **engineer happiness**
- **Understand** **your subconscious** brain & give it the exacts it needs
- **Manifest success** in your mind first then realise it with your actions







Business

Business is the perfect vehicle to give you leverage in life for faster growth and more abundant financial resources, even if you identify as an Investor.

- Choosing the right business vehicle for maximum **leverage & success**
- How billionaires think & act differently from millionaires
- Master growth hacking for **rapid exponential growth**
- Evolving as a CEO to effortlessly **lead, inspire & profit**
- How to design the perfect business to suit your **dream lifestyle**

Marketing

The more you learn about marketing the more money you make. Discover how to become a Rain Maker that can add value to & scale any business.

- **Recipe for success** - the must have essential ingredients for growth
- Systematic **cost-effective leads** for maximum power & options
- The 80/20 of **Marketing Funnels** - that bring in the most money
- The life-changing skill of Mastering **Direct Response Marketing**
- Designing winning offers & **mastering persuasion**







Sales



Nothing happens until a sale is made. In life, we are always selling - mastering closing is an essential skill that all successful people have in common.

- Systematically **close high ticket** sales with no sales pressure
- The exact sales script & system Greg used for **\$4m+ in phone sales**
- How to formulaically sell like **a pro on Webinars**
- Trust-based selling & **overcoming objections** effortlessly
- The 3 main ways to **grow sales** in any business

Exponential Investing

Investing perfectly compliments business for wealth creation leverage. We live in a very special point of time for asymmetrical gains from technology and tokenized assets.

- The golden goose checkmate move to **set up your retirement**
- The effect of fees & how this one thing could be **killing your gains**
- Portfolio diversification for winning **in all market** climates
- **Once in a lifetime opportunities** - Everything you need to know to win long-term
- Bulls & Bears - What Greg wished he knew younger for **exponential gains**
- **Crypto Millionaires** – Greg has a high degree of knowledge in the Crypto Market cycles & has created multiple Crypto Millionaires with his advice. Will you be the next?





Health & Longevity

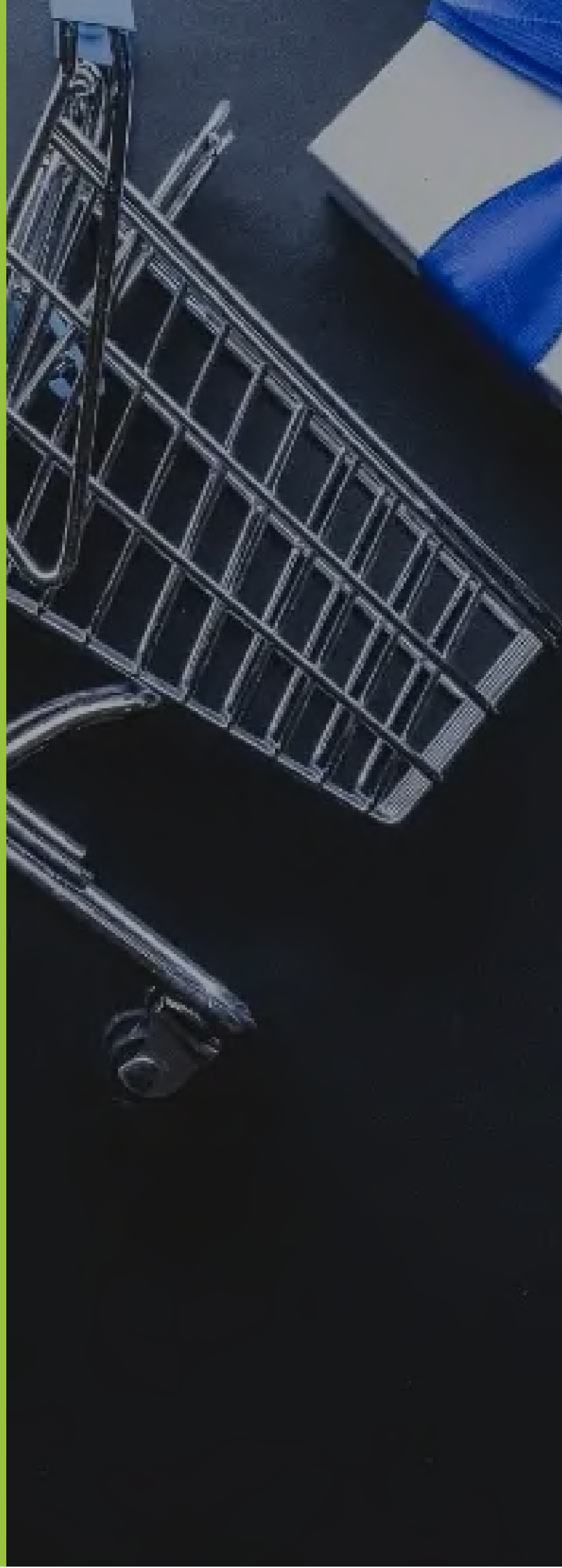
All the success in the world means nothing if we lose our health. The latest science teaches smart entrepreneurs bio hacks to increase health & longevity.

- The 3 main supplements the worlds **Billionaires take to live longer**
- The main reasons people can't **lose fat** & what to do about it
- The one tweak to make so you **never have to diet** again
- How the most successful people on the planet use **food as fuel**
- The exact steps we are taking to **be healthier** & increase healthspan

eCommerce & Amazon

Selling physical products that people already want is one of the best ways to get product and platform leverage for creating additional revenue streams.

- Exactly how we did **\$1m in our first year** on Amazon
- Our Amazon best practices & strategies from more than **\$10m in sales**
- 12 proven ways to **get more eCommerce customers**
- 6 techniques to get eCommerce **customers spending more**
- High-converting eCommerce design elements to **maximise sales**









Financial IQ

Sales & marketing only take you so far, then you need financial IQ to be able to play the game at a higher level. All high net worth people are strong in this area.

- The 5 big levers for **growing cash** in your business & pocket
- The one big thing that **drives more profit** than everything else
- What to look for & action to engineer your **biggest paydays**
- How to engineer revenue into profit and **profit into cash**
- Become a higher-value individual with **what a CEO knows** about financials

Lifestyle Design

Most people work hard and have very little control over when they work & where they work. What if you could engineer time, money and location freedom?

- The complete **entrepreneurs journey** & identify your best next steps
- Systematically how we **work less & make more** & you can too
- The 80/20 and how to apply it to **streamline your results & life**
- On track to greatness - how to build **the best version of you**
- How Greg runs multiple companies & still **surfs and rides** everyday







The Collective Mastermind

Accelerate Your Businesses Traffic, Leads, Sales, Profit, Cash & Fun While Becoming Healthier, A More Successful Investor & More Time Free For The Things You Love

The Collective is a live mastermind group of high achieving Business Owners, CEO's, Investors and Entrepreneurs that gathers together for intensive **private mastermind meetings 4 times a year.**

In this amazing group you will discover leading edge strategies and tactics that give you a significant **advantage over your competition.**

But the real power is the safe environment where high value individuals discuss their challenges, take situations apart and put them back together; solve tough problems in real time; and share the results of **what is working** now for them.

We **support, encourage and challenge each other,** swapping strategies, techniques, vendors, technologies and resources.

The Collective Group Think Intelligence

The collective intelligence of the group is far greater than any one individual.

Each person is from a different industry and has unique experience. There are business owners in this group doing **massive scale** - this creates a powerful synergy of ideas and fascinating, unpredictable discussions.

We bring together remarkable people for a **compounding effect** where $1 + 1$ really does equal 3. These amazing business owners share the knowledge and experience that comes from their winners and their losers - when smart people come together they multiply each others talents.

You will get access to the most incredible, **elegant ideas, best practices, and connections** — things that make your mindset, emotions, business, health, investing & lifestyle the very best that they can be.

You speak to nearly any **7, 8 or 9 figure entrepreneur** and when they trace back every significant income gain or profitable relationship, they all stem from some form of mastermind group.





A Truck Load Of Fun

Business should be fun right? Life is too short to not be enjoyed, so while we 'Work Hard' in Collective we also 'Play Hard'.

Just before every mastermind we get together as a group and **have amazing fun experiences**. These include but are not limited to white water rafting; indoor skydiving; go cart racing; laser tag; jet ski's; sailing; speed boats and much more...

We have these incredible adventures in the Collective Mastermind so that the group bonds together and trusts each other for higher impact Mastermind sharing and conversations. Plus it's a great way of getting more fun experiences into your year in a tax effective way.

Fun Group Activities



V8 4WD Buggies



Pistol Shooting



Whitewater Rafting



Parasailing & Jet Boating



Yacht Day



Indoor Sky Diving

Coaching Calls & Trainings With Greg Cassar

Do you think having a guy who has spent over \$250k on his business, sales, mindset, marketing & investing education; and worked with over 300 businesses helping you with strategy calls is going to help you steer your ship in the right direction?

Absolutely, Greg Cassar has been the **secret weapon** behind the scenes of many of the biggest marketers in Australia, the US and the UK. Marketers including Richard Bandler (Co-creator of NLP), Mal Emery, Matt & Amanda Clarkson, Andrew and Daryl Grant and many more...

These calls aren't all just theory. Greg will also share his screen with you and roll up his sleeves and help you to build your **AdWords, Google Shopping and Facebook Ads campaigns** for a rapid increase in your lead generation and sales.

We will also have group AMA (Ask Me Anything) drop in calls so you can get your questions answered quickly. You will also keep up to date on the very latest with ongoing monthly webinar trainings between Masterminds.



“But My Business Is Different...”

Do you know how many times we hear that? Quite a few. The reality is growing businesses is formulaic. There is a repeatable, duplicable formula that gets repeated for each business type.

Do you fit into one of these 4 main business types?



ECOMMERCE/AMAZON

Selling Physical Products



SERVICES BUSINESS

e.g. Chiropractor, Gym, Consultant, etc.



INFORMATION BUSINESS

e.g. Membership Site, Online Courses



SAAS

Software As A Service

If so, then your business isn't different and you have the opportunity to thrive in the next year in The Collective Mastermind.



Greg Cassar

*Digital Marketing Profit
Strategist*

Greg Cassar is a 48 year old self made multi-millionaire. He has made his money from marketing, sales, business and investing.



His portfolio of companies does up to **\$2M per month**



Helped **scale more than 350 businesses** as founder, coach, partner or agency



Spent years learning in the **highest level masterminds** in the world



Ran a Marketing Agency for 7 years & a **previous mastermind** for 6 1/2 years



Scales businesses on win/win profit shares as a **Growth Hacker**



His team is responsible for more than **\$500m in sales online**



Surfs everyday & lives the **full lifestyle by design** in tropical paradise

What Others Say About Working With The Collective Mastermind Coach



“Made me many millions of dollars.”

Josh Martin

Owner – AggDoors.com.au



“In two years, Greg tripled our business and now we have tripled again.”

Craig Anderson

CEO & Founder – The Sunglass Fix



“In these 6 months working with Greg my sales have doubled and are still growing.”

Debbie Wuoti

Director, tm-essentials.com.au



“In three years with Greg we have tripled our business for a better lifestyle and more time with our son.”

Colin & Loren Fragar

Directors, Councilapproval.com.au and councilapprovaldesign.com.au



“From Greg’s help with strategy, tactics and implementation, I was able to double my business.”

Gary Nickless

Director, LifestyleClothesline.com.au

What Others Say About Working With The Collective Mastermind Coach



“Made me many millions of dollars.”

Andy Small
BookVip.com



“So many skill sets for one person, it’s ridiculous.”

James Schramko
SuperFastBusiness.com



“Over \$10M in sales with A 3 ROAS.”

Derek Locker
SuperFastBusiness.com



“From zero revenue to \$100K per month in just 11 months...”

Paul Glossop
Director – Pure Property Investments



“The bank manager said to me, ‘Do you realise you have just tripled your business?’”

Paul Glossop
Director – Pure Property Investments

Frequently Asked Questions

Q: What is the time commitment?

A: You and your team can attend as much or as little of the live Masterminds, webinars and coaching sessions as you like. All sessions are recorded and questions can be submitted ahead of time if you can't make a session.

Q: When & where are the Collective Mastermind events?

A: There are 4 live intensive Collective Masterminds per year. Initially they are planned for the Gold Coast, however we may change the location of some masterminds in order to do more cool, fun activities around the country.

Q: Can I bring a business partner?

A: Yes, you may have a 2nd person from your organisation at a Collective Mastermind. This can be a business partner (not just a team member as this is a senior level mastermind).

Frequently Asked Questions

Q: What is the price/investment?

A: The Collective Mastermind is a minimum 12 month program, then month by month ongoing. The investment is \$2,497 per month and includes all event and activity costs for yourself and optionally includes a business partner (not team member as this is a senior level mastermind). A discount applies for those wishing to do a one time upfront payment. The investment for upfront is \$27,467. (You Save \$2,497).

Q: Is the Collective Mastermind right for me?

A: If you have a positive mindset, a can do attitude and a high 6, 7, 8 or 9 figure business that has growth potential then Collective could be good for you. The reality is we need to carefully curate the group membership and dynamics to create an awesome, high value mastermind. Not everyone who applies will be able to be accepted.

Q: What kind of results are other members getting?

A: You will see when you get to your first Collective Mastermind the buzz in the room as the members are crushing it in business and life as a general rule and are super stoked to see each other and celebrate each others wins, and help with their challenges.

The Collective Mastermind in a Nutshell



Your Next Steps

Places in The Collective are very limited

If you are serious about living your dream life by design and optimizing your mindset, traffic, leads, sales, profits, health and investments then apply today at Collective.com.au.

