

Mixology Mixers 6 Figure Mastermind Course

Questionnaire and Information sheet

Please return this information sheet to me by
January 20th (or sooner)

The Road to Profits – Your Road Map

Welcome to Mixology Mixers 6-figure, 8 - week course. Each week we will meet on Tuesdays at 7PM live on Zoom starting January 30th. I will go over the topic of the week in depth – (see course outline at bottom of page). You will be sent a follow up questionnaire and homework to develop your road map to success every week.

The first week I will give you a brief overview of the course and dive right into the first- and second-week topic of vision, branding, mission statement.

Your homework for this week is easy 😊

- 1- Fill out questionnaire below
- 2- Please friend me on Facebook – Instagram – TikTok and YouTube and my FB business page (lots of good supporting information for success). I will do the same in return.

Please let me know when you have done that so that I can make sure I do the same in return (let me know what I should be looking for). I want to see all your platforms to start to understand each of your business messaging and marketing. I also want to see you thrive in your social media which will be a component of your marketing mix.

Direct Message Me at my Facebook Business page.

- 3- Friend Each person in the group to support and follow each of your journeys to success. I will put together a list as soon as possible for you to have access to if approved by each company.

If you have any general questions, please address them on the Mixology Mixers Mobile Bar platform so others can reap the benefits of your questions.

Initial Questionnaire and Information sheet

1. Your Name and Email
2. Name of your company?
3. What is your website address?
4. What social media platforms are you currently on?
5. What were your sales for the past 5 years? If you know them
 1. Sales Expenses Profits
 - b. 2018
 - c. 2019
 - d. 2020
 - e. 2021
 - f. 2022
6. What are 5 goals you would like to accomplish in taking this course?
7. What are your 5 of barriers to profits – as YOU perceive them.
8. How long have you owned a mobile bar business?
9. Tell me a little about your background.

Course Outline

Week One - Setting up your Road Map

Introduction to making 6 figures

Assessment - Set goals, identify obstacles

Week Two - Focus - Branding/Marketing

Identifying Competitive Advantages

Developing your marketing message

Week Three - Focus - Packaging and Pricing

Packaging that sells

Easy pricing for maximum profits

Week Four - Focus - Sales

Effect Sales Techniques

How to win over your competitors low ball pricing

Week Five - Focus - Advertising

Best Marketing/Advertising Platforms

Website/SEO Development

Social Media

Week Six - Focus - Networking

Identifying and finding your buyer

Developing your relationships with venues, corporate, and event planners

Week Seven - Focus - More Success Strategies

Additional topics for 6 figure success

Week 8 - Focus - Wrapping Up

Next steps

Final One on One phone call with Carolyn

Must be scheduled within 3 months of course completion