

**BE
THE
MASTER**

**Achieve Success.
Help Others.**

Don Jones'® *Be the Master*™

**Live Seminars &
Workshops**

Overview

Based on Don Jones' popular book, *Be the Master*, these live seminars and workshops are designed to help you or your team bring Mastery into your life, your workplace, and your community. Based on an outcome-oriented and uplifting narrative, these seminars expand on the messages in the book with practical advice for real-world applications.

For scheduling and pricing, contact don@bethemaster.com.

Overview	2
About the Book	3
Authorized Facilitators	4
Pricing	4
Short Seminars	5
One-Day Workshop	6
Two-Day Workshop	7

About the Book

In the old days, trades were kept alive by Masters, who took on and trained apprentices into journeymen, who became Masters in their own right. We've lost that in most ways, but there's no reason you can't resurrect the approach for our modern times. Learn to achieve and recognize your own success, so that you can become a Master to someone else. This book covers Don's approach to Mastery, in a hope that it will inspire you to find your own path, and begin a generations-long tradition of helping others achieve their success. Don covers the hurdles he overcame, including things like Imposter Syndrome, and outline a step-by-step approach for achieving your success. Because so many of us work in business, and because that work is usually a key part of our success, the book also covers important business-related concepts and perspectives. It's a book you can use to inspire yourself, and to help and inspire others.

In an effort to give readers more than just advice and inspiration, *Be the Master* (Second Edition) also includes *The Grind*, an adaptation of Don's personal, daily method for focusing himself, leveraging his strengths, working on his weaknesses, and keeping his eyes on his goals. *The Grind* is how Don makes sure he's actively working to pass along what he's learned and mastered, rather than just waiting for apprentices to show up on his doorstep.

Also included are the positive outcome-producing life behaviors that have personally served Don, and many others, in achieving our success and finding apprentices to serve.

Seminars and live workshops can include copies of *Be the Master* and *The Grind* workbook for an additional \$30.00 per person. You can also purchase them yourself via the links at BeTheMaster.com.

Authorized Facilitators

Don Jones' *Be the Master* seminars and workshops may only be delivered by facilitators authorized directly by Don Jones. Contact don@bethemaster.com to confirm the authorization of any proposed facilitator.

Pricing

Each authorized facilitator sets their own rate; all rates are in addition to normal travel expenses and book/materials costs. Contact don@bethemaster.com to inquire about Don Jones' schedule availability and pricing.

Short Seminars

These seminars are suitable for keynotes, general sessions, and other similar engagements. Each is nominally designed for a one-hour delivery, although they can each be tailored to different lengths with sufficient advanced notice. Books are not required for any of these short seminars, although they are recommended.

Be the Master: Achieve Success & Help Others

Learn why apprentices and Masters were so important to early human cultures, and how anyone can achieve their own success and use it to help others achieve theirs. You'll learn about the societal hurdles that trap us into strict "teacher/student" relationships, and how to shatter that paradigm and turn your life into one of continual sharing and growth.

Be the Master: Rules for Life

Anyone can put their life on a path to success, no matter how they define "success." And anyone can use that success to help other people achieve their own success, even in small ways. The easiest way to get on that path and stay there is to follow Don Jones' 9 "Rules for Life." In this talk, you'll learn about each rule, how they benefit you and those around you, and how they integrate to form a simple and common-sense way of improving the human condition.

Be the Master: The Grind

Achieving your success, and helping others achieve theirs, takes a daily commitment. It also takes more than just a desire to do it—you've also got to *work* at it, on a granular and outcome-based way, each day of your life. In this talk, you'll learn how to set major life goals by Defining Yourself and Defining Your Success. You'll learn to inventory your strengths and weaknesses, and you'll learn to construct a simple, easy-to-achieve plan every week, in just a few minutes each week. Start becoming a driver in your life, rather than a passenger, and let The Grind keep you on the road.

One-Day Workshop

This workshop is designed for anyone interested in creating a living plan to their success, who wants to find their apprentice audience, and who wants to serve as Master in helping others achieve their success.

The outcome of this workshop is for each participant to have a defined and completed starting point for beginning their path to success and Mastery. Each participant will complete the initial steps in “The Grind” and be ready to execute on a weekly basis. Each participant may also opt into weekly tips, inspiration, and advice to be delivered by email, all at no extra charge.

This workshop is approximately six hours in length, and copies of *Be the Master* and *Be the Master: The Grind* are required for each participant.

This workshop is recommended for groups of 30 or less, in order to ensure personal attention and hands-on assistance in completing the in-class exercises. For larger groups, this same material can be delivered as a less-interactive seminar.

Core outline:

1. Be the Master: the Origins of Mastery
2. Getting Started
3. Steps to Mastery
4. Defining Yourself and Your Success
5. Preparing for the Grind
6. Living the Nine Rules of Life

Two-Day Workshop

This workshop is designed for anyone interested in creating a living plan to their success, who wants to find their apprentice audience, and who wants to serve as Master in helping others achieve their success. This workshop is ideal for teams within a business or organization, and includes prescriptive, actionable advice for making apprenticeship-type relationships a functional part of the organization.

The outcome of this workshop is for each participant to have a defined and completed starting point for beginning their path to success and Mastery. Each participant will complete the initial steps in “The Grind” and be ready to execute on a weekly basis. Each participant may also opt into weekly tips, inspiration, and advice to be delivered by email, all at no extra charge.

This workshop is approximately six hours in length per day, and copies of *Be the Master* and *Be the Master: The Grind* are required for each participant.

This workshop is recommended for groups of 30 or less, in order to ensure personal attention and hands-on assistance in completing the in-class exercises. For larger groups, this same material can be delivered as a less-interactive seminar.

Core outline, Day 1:

1. Be the Master: the Origins of Mastery
2. Getting Started
3. Steps to Mastery
4. Defining Yourself and Your Success
5. Preparing for the Grind
6. Living the Nine Rules of Life

Core outline, Day 2:

1. Mastery vs. Mentoring
2. The Benefits of Mastery in Business
3. Bringing Mastery into Business
4. Creating the Business Plan for Mastery
5. Becoming a Better Teacher