

# MAIN BUILD MENTORING



## The "Mechanics"

Because we want you to succeed you get ongoing, hands-on, and personal support from me and the team at all levels to get the strategies, tactics, and knowledge we share with you plugged into your business.

1. **Online community platform where you can rub shoulders with the other guys and gals in the group.** This is where you can ask questions, and chew over problems with me, Connor, the others experts, and the other Members.
2. **Morning "Ops Call" with me and Connor over Zoom every weekday.** It gives you massive accountability to keep you on track and give you a powerful and supporting forum to share your plans, wins, and challenges.
3. **Weekly trainings on various aspects of the nine accelerators.** Shown in pink above. I won't go into detail for the reasons I've already given.
4. **Structured quarterly meetings where you'll get the latest insights and developments from me, the team, and other industry experts.** These are a combination of "learning" and "doing" – it's NOT a matter of sitting in a room listening to me and Connor pontificate for two days.
5. **Expert team-members on tap for unlimited one-on-ones over Zoom...** with the three provisos you must have a specific question or challenge, have at least three ideas for solving it, and have tried at least one if possible).
6. **You get free access to essentially everything I've ever written, said, or had videoed over the last fuck-knows how many years...** events, newsletters, books, trainings, products, etc. It's all excellent and essential background info., and covers every aspect of the work we do in exquisite detail... dozens of hours of audio and video, and hundreds of thousands of words of Evil Bald Goodness covering every topic in the field you can imagine (and some undoubtedly couldn't).

## Let me be candid...

Main Build Mentoring is an exclusive group and we are particular about whom we allow to join us.

Yes, I know... every business coach and mentor under the sun probably makes the same claim and you've probably heard it all before...

... yawn.

The difference is we mean it.

It's a matter of record we've turned people away frequently and often, and more than once I've withdrawn my invitation right at the "shit or bust" moment on a call.

We are that serious about maintaining the integrity of the group, and for three reasons:

1. **We work closely with you and spend a lot of time and energy working on your business.** I don't want to be spending time in a meeting, on Zoom, or in the bar with someone I don't like, don't trust, or who doesn't do the work they're supposed to do and trots out nothing but a tired old line of excuses.
2. **The group as a whole is close-knit.** There are no cliques, back-biting, or hidden agendas. What happens in the group stays in the group. Members often share shit with us they won't even share with their spouses. We don't want anyone who won't fit into that kind of environment.
3. **While it's fun and friendly, it's NOT a democracy.** Connor and I run the show. We know what we're talking about and what we're doing and that's why our Members get exceptional results. We need to be sure YOU are going to do fucking work so you get the fucking results.

You also need to be able to cope with me, too. I'm autistic – Asperger's syndrome – with co-morbid alexithymia. This will affect how we relate to each other, and the better you get to know me, the more obvious the differences will be.

In truth, we could get more Members and grow far faster than we are doing if we wanted to, but we refuse to do that at the expense of the quality of the Membership.

Members stay often for years.

And they stay for a reason.

All that said, and as intimidating as it may seem, if you do qualify to for a place and your Application is successful, you know you've earned your place.

## **Before you make your mind up...**

Don't take my word for any of this: ask my members.

These are a few people I encourage you to hit up on LinkedIn and ask anything you like about me, the work we do, and the results they're getting.

It's all confidential and they'll not be telling tales about you to me.

**Vicki La Bouchardiere – Executive Coach**

**Zak Hurst – Plumbing and Heating**

**Ant Manson – Quantity Surveyor**

**Nick Smith –Financial Services**

**Kevin Whitehouse – Accountant**

**Phil Agostino – Personal Trainer**

**Richard Banyard – Process Automation**

**Daniel Wade – Project Management**

**Terry Finerty – Consulting**

At the very least, you should definitely speak to **Vicki** and **Kevin**, our Foremen.

I strongly urge you to do this before we speak. They'll be able to answer all your questions far more objectively than I can.



EBG