

The JOHN MAXWELL **Team**

*John C. Maxwell*

# CERTIFICATION PROGRAM



**GROW** Yourself

**LEAD** Others

**INSPIRE** and **SERVE**

**LIVE** Intentionally

**LEAVE A LEGACY**



# JMT DNA



JMT DNA is the electricity, the force, and the common bond that all John Maxwell Team members share — the desire to always add value to others, to live intentionally, to think like a success, to exceed expectations, and to always focus on growth.

Being associated with the John Maxwell brand will give you unprecedented access, influence, and experience like no other name or brand in this industry. John is extending an invitation to be part of the John Maxwell Team, share the JMT DNA, and for you to be part of this incredible opportunity. Not only will you add value to yourself, your career, and your life... but you will be able to join this powerful global team as one of John's partners.

Success doesn't just happen, it's learned. Master the skills to succeed with the world's leading authority on Leadership Success. Whether you're looking for personal growth, to improve your coaching, teaching, and speaking skills or looking to become a leader in your profession, church, university, or nonprofit organization, lean in and go after the life of your dreams. The time is now. John is looking for strong leaders like you to join his Team.

# World Class Faculty



## Founder

John C. Maxwell

**J**ohn C. Maxwell is a #1 *New York Times* bestselling author, coach, and speaker who has sold more than 26 million books in fifty languages. In 2014 he was identified as the #1 leader in business by the American Management Association® and the most influential leadership expert in the world by *Business Insider* and *Inc.* magazine. As the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, he has trained more than 6 million leaders. In 2015, he reached the milestone of having trained leaders from every country of the world. The recipient of the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell speaks each year to *Fortune* 500 companies, presidents of nations, and many of the world's top business leaders.



## President

Paul Martinelli

**A** high school dropout from a working-class family in Pittsburgh, Paul overcame a stuttering disability and potentially dim future to rise from janitor to millionaire entrepreneur. He has shared the stage with personal development giants and has launched his own speaking, training, and coaching firm.

Through candid keynote speeches, workshops, seminars and more, he zealously encourages others to boost their potential and harness the power of their mind. Paul is President of The John Maxwell Team, an elite group of certified coaches and communicators mentored by renowned leadership expert and *New York Times* bestselling author John C. Maxwell.



## Senior Vice President

Scott Fay

**S**cott Fay knows the importance of developing excellent leaders, as he believes that growing leaders set the stage for success. Stagnant leaders pave the way for disaster. Scott's authentic approach, combined with rich experience, positions him as a top-notch expert on leadership and coaching.

Scott Fay is a student, practitioner, and teacher of leadership and business practices. His expertise is a result of his experience of acquiring more than a dozen failing landscape businesses and then rolling them into two industry-leading organizations, and partnering with the John C. Maxwell Certification Program. As the Vice President of The John Maxwell Team, his motto is "Live Today in the Sweet Spot."

# World Class Faculty



## Speaker Trainer

Roddy Galbraith

**R**oddy Galbraith is an international speaker, trainer, mentor, and coach with a passion for helping people find their voice, craft their message, and hone their delivery. Over the years, he has worked with thousands of people from more than 40 countries. His expertise in hypnosis and cognitive behavioral hypnotherapy influences his structured approach to helping his clients overcome their fears of speaking, while nurturing a confidence that comes from being thoroughly prepared. He speaks around the world and has shared the stage with masters such as Les Brown, Bob Proctor, Mary Morrissey, Wayne Dyer, Paul Martinelli, and John C. Maxwell.



## Professional Coaching Trainer

Christian Simpson

**C**hristian Simpson is regarded as one of the most talented practitioners, teachers, and mentors in the field. His ability to translate complex issues into simple, easy-to-apply steps has made him one of the most highly sought-after coaches, mentors, and teachers in the self-improvement industry. Christian is a leading business coach, mentor, and transformational leader to entrepreneurs and business owners across the world. His proven and highly acclaimed methods have helped small business owners accomplish extraordinary growth in their business and personal lives.



## Sales Trainer

Ed DeCosta

**E**d DeCosta, the John Maxwell Team faculty member responsible for the Sales & Marketing curriculum, is co-author of *Mastering the Art of Success* with Jack Canfield and others. His first solo book, *Ascend*, was published in 2013. As an executive coach with vast real-world corporate experience, Ed has influenced the lives of thousands of executives worldwide, from young professionals to top executives of Fortune 500 companies.

Ed's online coaching programs help his clients master the power of intentionality, so that they establish control of their purpose and their calendars



### Business Building Trainer

Melissa Melueg West

**A**fter discovering her passion for helping others embark on a journey of professional and personal transformation, Melissa left her corporate job to follow her dreams. She founded Xtreme Results, LLC, —a powerful catalyst for business and life transformation —and currently serves as CEO. She now helps entrepreneurs all over the world get inspired, energized, and empowered to create the life and business of their dreams. Melissa shares this message through coaching, training, mentoring, and keynote speaking. Using a unique blend of inspiration and instruction, Melissa inspires her clients and audiences to make immediate, significant, and lasting life changes.



*From my initial engagement with John and the Faculty and the whole time I have been here at the Live Training Event with them, I kept thinking about a list of people that I wish were here. I know so many people personally who would benefit from being a part of this Team.*

Teresa Scanlan, Miss America 2011 and Public Speaker & Coach, Virginia, United States



- Do you want to become an influential leader?
- A better father, mother, husband, or wife?
- Lead your church or community?
- A leader in your organization or business?
- Earn the income and enjoy the success you deserve?
- Or all of the above?

This is an  
**ADVANCED  
LEADERSHIP AND  
SKILL TRAINING  
PROGRAM**

for those who want to be  
different or make a difference  
in the lives of others.

## Study Maxwell's Leadership Philosophy

“*Everything Rises and  
Falls on Leadership*”

John C. Maxwell



# The Maxwell Philosophy

- **Learn and Share John's Teachings** – Seven one-hour live and interactive teaching calls, including worksheets, all supported by videos on how to share John's teachings with clients.
- **Q & A with John C. Maxwell** – Three sessions of two-hour live, interactive group training calls.



*“My leadership potential has always felt like elusive smoke, something just beyond my grasp. I have waited 40+ years for someone to show me the way. I now see that I have the power to unlock my own potential, to be both the architect and the creation. Since joining this Team, I have awoken every morning to the sound of shattering. Shattering of the concepts of what my leadership and my life was meant to be, shattering of the concepts of my own limitations and shattering of what I was capable of doing. Thank YOU John Maxwell!”*

John Matthews  
Executive Coach and Trainer, Gryphix Coaching & Development , LLC.  
Virginia, USA



*“I have grown as a father, as a husband, and as a leader. My business has never been more successful. I owe a great deal of this to John Maxwell, the John Maxwell Team and the great training and leadership skills I have received.”*

Greg Gorman  
John Maxwell Certified Coach and Speaker, Certified Keynote Speaker,  
Consultant, and Business Coach at 'For Your Inspiration'  
Florida, USA



**Meet Chris Robinson  
and his Family**



# Specialized Maxwell Training

## Coach Training

To deliver on the five sets of coaching/teaching manuals included with the system, you will receive 13 hours of video coach training on:

- **One-on-one and group coaching skills.**
- **How to teach each lesson in the coaching manuals.**
- **How to set your coaching fees.**
- **Training workbook guide to go along with the coach training videos.**
- **“Intentional Living”** — Coaching Call Guide and Application for Professional Coaching.

## Speaker Training

To deliver on the five sets of speaking scripts/powerpoint presentations included with the system, you will receive a six-hour video speaker training workshop on:

- **Presentation and Technique training.**
- **Speaking event coordination and best practices.**
- **How to set your speaking fees.**
- **Training workbook guide** to go along with the speaker training videos.
- **A special one-hour training call** on how to effectively use John Maxwell’s personal notecard scripts
- **AND, a special workshop (Calm) Countdown to the March Speaker Training**, to prepare you in advance for success at the live event.
- **Teaching scripts from John’s personal notecards**



*“I was equipped! I will be doing a Leadership Lunch and Learn for corporate Nordstrom’s Consumer Insight Division. What a blessing the way it came about – by being in the right place at the right time! Thanks to the speaking, sales and marketing training, and the resources and tools provided in this certification program, I felt prepared for the opportunity when it showed up.”*

Joyce McMurrin, Founder of Leaders NW, Founding Member of the John Maxwell Team  
Washington, USA



## Marketing Training, including Social Media

- **Entire video presentation** on how to market yourself and build a profitable speaking and coaching business.
- **“Leading an Effective Mastermind Group”** – training on best practices and a real group session in action, recorded LIVE by certified Team Members.
- **Product and program bundling** for pricing.
- **Telephonic seminar(s)** on best position techniques available with Social Media.
- **How to develop your audience.**

## Sales Training

You will receive five hours of video sales training on:

- **Telephone/Email introduction skills.**
- **Cold calling skills.**
- **Networking skills.**
- **Obtaining referrals.**
- **Client discovery sales questions.**
- **Closing skills.**
- **Sales scripts.**



**“** *This program makes my days easy, fast and fun! I recently conducted leadership training for real estate professionals and top producers. It was an incredible speaking engagement that gave me confidence, exposure, experience, and referrals. Becoming John Maxwell certified has honed my teaching skills in leadership principles, as well as speaking to companies who are looking to have more impact and become more influential.*

Scott Hansen, Entrepreneur at Scott Hansen: Creating Your Reality,  
High Performance, Coach and Trainer  
Illinois, USA



# And for Those Who Want to Utilize this

## Business and Marketing Tools

- **Maxwell Leadership Assessment Tool** to provide unique and personal feedback to your clients in key areas of leadership behavior.
- **Facilitator/Mastermind guides** to “The 21 Irrefutable Laws of Leadership”<sup>S,F</sup>, “Leadership Gold”<sup>S</sup>, “The 15 Invaluable Laws of Growth”<sup>S</sup>, “Sometimes You Win, Sometimes You Learn”<sup>S</sup> and “Intentional Living”, with Mastermind Handouts.
- **“Sometimes You Win, Sometimes You Learn for Teens”** — Notes and slides for a Keynote Presentation, and Notes and Slides for 3 Interactive Sessions.
- **Free gift from John Maxwell** placed on your website for visitor download to use as a tool to build your own client base.
- **Use of certified John Maxwell Team Member seal** on materials and website.
- **Marketing video by John Maxwell**, introducing you and speaking on the value of working with you as a certified John Maxwell Team member.
- **Marketing brochures/templates** for product and program packaging.
- **Template emails.**

<sup>S</sup> = Spanish translation now available.  
<sup>F</sup> = French translation now available.



## Business Set-Up

- **Personalized JohnMaxwellGroup.com website.**
- **Personally branded John Maxwell email account.**
- **Personally branded John Maxwell business card template.**
- **Sample and template contracts.**

## Maxwell Brand Use

Use of select Maxwell logos, images and brand name to add value and influence to you and/or your business.

The power of the John Maxwell Brand will open doors for you. John is a bestselling author of more than 74 books; he is the most respected name in the personal growth and leadership field today. Every year, John speaks to Fortune 500 companies, international government leaders, and organizations as well known and successful as the NFL, the United States Military, and West Point. Your name will be connected with this bestselling author and the powerhouse of leadership.



**Listen to the power of the brand from Shari Strong!**

# Program as a Business

## Lead/client generation for your coaching, training, and speaking business

- Paid advertisements by the Program to give you clients.
- Direct coaching and speaking opportunities from John C. Maxwell himself.
- Coaching clients from John's latest project/book "Intentional Living"
- Maintenance of a John Maxwell Team Member search engine listing YOU as a Member.

### EARN MORE MONEY



**“** Surprised at how fast the program worked! *I just closed a \$54,000 deal, doing group and coaching one day a week for next 12 months. And, I just picked up a new coaching client! This is my second in 2 weeks. She saw me speak at a luncheon, joined my free group and is now a coaching client. It's as easy as one, two, three. The Maxwell process works! Thank you John and the faculty. I love this Team!*

Chris Robinson  
Owner of R3 Coaching & Marketing, International Keynote Speaker, Trainer & Coach  
Missouri, USA

### COMPANY SUPPLIED LEADS



**“** Opportunities now come my way! *I received, directly from the John Maxwell Team, a lead that resulted in a \$2000 speaking and training contract. This is just ONE of the many benefits of joining the team.*

Mark McAuliffe, President of The McAuliffe Group  
Leadership Specialist, Executive Coach, Professional Teacher, and Trainer  
Missouri, USA

# Ongoing Support and a new Community of Friends and Partners

- **Live weekly support calls and unlimited access to our archive of calls**

These support calls are extremely helpful in your growth. It's a chance to listen to a faculty member or JMT Leader as they guide you on your journey. You can get your questions answered and continue with the learning process seamlessly.



- **Unlimited access to the Online University**

Learn at your own pace, at any time that is convenient for you and from anywhere in the world. We want to empower you with the tools and support that you need to succeed and become the best YOU you can be.

- **90-Day Success Roadmap**

The starting point in our program is getting you into one of our "90 Day Success Roadmap" groups. This is a 13-week course within the program that will give you a systematic introduction to the program so you fully understand the training and resources available to you and to help you identify how this program will best serve you and those that you will be impacting as you grow as a leader and communicator.

- **Community/Networking**

Worldwide, we are a community of more than 8,000 Team Members from every age group, every stage of life, and from every industry. We will serve as your coaches, teachers, guides, mentors, and friends. This is your chance to become part of the most significant and sought-after Team of top people... your chance to live the life of your dreams.

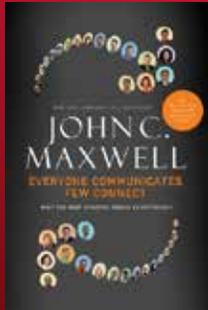


**“I was supported all the way through! *The time wasn't yesterday and the time is not going to be tomorrow. The time for you is right now. The access to support calls, the Online University, and 90-day support groups is what made this happen for me.***

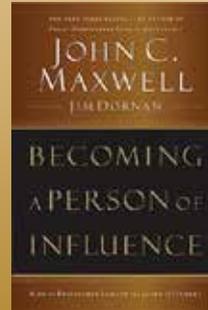
John Carpenter  
Leadership Teacher, Educator & Coach,  
Texas, USA

# 6 Core Systems to Learn from and Utilize

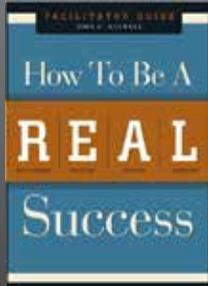
You will be certified and licensed to coach, teach and speak to any individual, to any company, and to any organization, anywhere in the world, utilizing John C. Maxwell's curriculum, products and books, as outlined in the program.



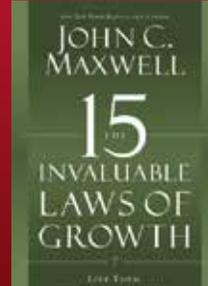
*Improve Your Ability To Bond With Others*



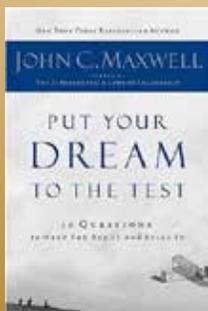
*How Will You Impact the Lives of Others?*



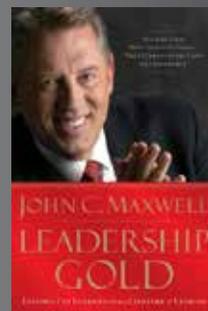
*Shape Your Growth and Development For Real Results*



*Discover Your Growth Potential*



*Live and Lead Your Purpose and Potential*



*Become the Best Leader You Can Be*



*\*and YouthMAX Bonus!*

Coaching/teaching manuals, lunch-n-learn workshop scripts, speaking scripts, workbooks, and powerpoints, based on the above products and books.



# International Maxwell Certification

*Live Event*

LIFE CHANGING • POWERFUL

MIND-BLOWING • COURAGEOUS GROWTH

EXTRAORDINARY • INVALUABLE TEACHINGS

WORLD-CLASS LEADERSHIP • WONDERFUL JOURNEY

*You don't want to miss out!*

**August 16 to August 18, 2016**



Team Members and returning alumni experience great training, meeting new friends, reconnecting with other team members, transformational moments, life-changing teachings, and a special celebration! There's a Technology Hub, social gatherings, networking opportunities, and exceptional training. And, hear John Maxwell in person, as well as other world-class speakers and trainers like Les Brown, and Nick Vujicic who have lit up the stage and inspired attendees at past events.



*The John Maxwell Team's training has been the BEST investment I have even made in myself! The business building model the team provides has taken me to the next level. By following their plan, I went from a group to one-on-one coaching with the CEO and planning the company's upcoming executive retreat. Thank you to the John Maxwell Team for giving me the real tool to success.*

Michael Harbour  
CEO & Founder of Harbour Resources Leadership, Keynote Speaker and  
Professional Coaching & Training, Arkansas, USA



*I would tell all of you to come. If you don't have the money, find the money or borrow it from someone else. Because you are going to be able to pay them back in double or triple the amount. This program is worth it. What you are going to get here is going to change your life and help you to realize that it is possible.*

Dr. Amy Hymes  
Psychologist & Corporate Trainer, Virginia, United States



*Being associated with the  
**JOHN MAXWELL** brand  
will give you unprecedented access,  
influence, and experience like no other  
name or brand in this industry.*

Join the thousands of leading entrepreneurs and businesses who have embraced the Maxwell Brand of leadership principles and put them to work for success.



*A leader is one who knows the way, goes the way, and shows the way.*

JOHN C. MAXWELL

# John Maxwell Team Hall of Fame



**Soldier of the Year**  
**US Army,**  
**Master Fitness Trainer**  
Staff Sergeant  
Ken Weichert



**Miss America,**  
**2011**  
Teresa Scanlan



**Former NFL**  
**Tight End with the**  
**Oakland Raiders**  
Tony Stewart



**Bestselling**  
**Christian Author**  
Deborah Smith Pegues



**“The Biggest Loser”**  
**Contestant**  
Sonja Jones



**The Boeing Company**  
**Coach, Speaker, and Trainer**  
Frank Archer



**National Sales**  
**Director at Mary Kay**  
**Cosmetics**  
Dorota Cebartowska



**Former NFL player for**  
**the Pittsburgh Steelers**  
**and Chicago Bears**  
Tim Worley



**Connect with friends. Walk away changed.**



**The Live Training Event:  
From Fear to Family in 1 Day**



**Team Members Sharing the Spark and Forming  
Lifelong Friendships**

*You will join  
because of John,  
but you will be  
successful  
because you  
will not be alone.*

Globally, we are a community of over 8,000 Team Members strong from every age group, every stage of life, and from every industry. This is your chance to be a part of the most significant and sought after group of coaches, teachers, trainers, speakers and professionals.

*Investment for*  
**JOHN MAXWELL TEAM MEMBERS**

 **\$5,997** US Dollars

## Payments to Fit Every Budget ...

*Even as little as \$250 per month!*

And you will receive **BONUSES**, which may include...



Usage of John Maxwell Team Member certified seal on materials and website.



Curriculum and Resources to teach the John Maxwell Team Youth Leadership Series – YouthMax.



Video endorsement by John C. Maxwell for your Maxwell website.



Free monthly “Maximum Impact Mentoring” with John Maxwell for one year. This includes a monthly live call, unlimited access to all archived calls, and ongoing participation in the Maximum Impact community.



A personal invitation to a private party in celebration of John C. Maxwell’s 69th birthday.



A special gift that captures the very best of John Maxwell’s leadership teachings from the last 10 years. This gift is 120 impactful lessons, lasting 45 minutes each. So, yes! That is 90 hours of teaching by John Maxwell! Taken directly from John’s Maximum Impact Club (MIC) you will truly use these timeless lessons as a resource for your business and your life.

*Call now to speak to your Program Coordinator to find out your best option for enrollment that fits ... your needs!*



### **AND, ALL BACKED BY A 100% MONEY BACK GUARANTEE**

Complete the entire course of curriculum and on the first day of the live training, if you feel we did not exceed our commitment and promise to you, simply go to the back of the training room and we’ll write you a check for a full refund of your investment with no hassle.

**John C. Maxwell Certification Program**

(561) 318-0547 (USA- ET Zone) • Info@JohnMaxwellTeam.com • Website: [www.JohnMaxwellTeam.com](http://www.JohnMaxwellTeam.com)

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