

Ken McArthur's
Impact

Confidential Program Application

Congratulations on your decision to apply to participate in Ken McArthur's Impact program!

During your participation in this program, we will help you focus, strategize and provide step-by-step coaching, partnering opportunities, multi-media training, on-line and off-line workshops and events and support to assist you in creating the results you want and deserve.

Working with the Impact Team will be an interactive, intense, fulfilling, "out-of-the-box," productive, exciting results-oriented, focused, supportive and fun experience. You'll gain a greater sense of purpose, focus and direction. You'll develop a specific plan of action. And, you will learn to take specific, consistent action on things that are most important to you... every day.

You are in charge. Bring your biggest personal and professional challenges, opportunities and dreams. Bring an open mind. Focus. Be ready to take your life and your business to the next level of results, joy and fulfillment.

Remember, life provides outstanding rewards to those who give in outstanding ways. Make a commitment right now to give and receive exactly what you most want from this amazing experience. All Impact program members are hand selected and matched to the best level so you receive exactly what you need when you need it and to ensure that we preserve the quality and spirit of an amazing group.

Please assist us in making your experience with the Impact program even more rewarding to your unique situation. Please complete and return this confidential questionnaire at your earliest convenience.



Kenneth A. McArthur
McArthur Business Systems, Inc.
152 Chestnut Drive
Richboro, PA 18954
Office 215-355-1291
Help Desk: <http://MyHelpButton.com>

Special Note: You may feel some questions here do not apply to you and your specific situation. To receive the highest value from this process, please focus on and respond fully to as many questions as possible.

Instructions: All information can be typed directly in this form. If you instead print the form and fill it out by hand, *please write legibly.*

If you feel a specific question does not apply, please fill in an N/A and indicate your reason in the space provided. If it's a Yes/No question, with no additional answer space, just leave it blank.

When Complete: Email the entire document to ken@impact101.com.

Contact Information

Name _____

Business Name _____

Business Structure _____ Year Started _____

Primary Partner (if any) _____

Mailing Address _____

City _____ State _____ Zip _____

Country _____ Time Zone _____

Office Ph. _____ Home Ph. _____

Cell Ph. _____

Best times and best number to reach you _____

Email #1 _____

Email #2 _____

Primary website _____

Online since _____ Internet Connection (High Speed / Dialup) _____

Assistant's Name _____ Phone _____

E-mail _____ Time Zone _____

Questionnaire

Personal Focusing Questions

1. What activity generates 80% of my annual income?

2. My annual income from my business is:
 Under \$100,000
 \$100,001 - \$250,000
 \$250,001 - \$300,000
 \$300,001 - \$500,000
 \$500,001 - \$750,000
 \$750,001 - \$1,000,000
 \$1,000,0001+

3. I would like to increase my income to \$ _____ per year over the next three years.

4. Why did I decide to apply for membership in the Impact program?

5. How did I learn about Ken McArthur?

6. Who am I as a professional or businessperson? How do I define myself? My niche?

Business Focusing Questions

7. What is the total number of clients I served over the past 12 months before enrolling in this program?

Individuals _____

Organizations _____

8. How many clients would I like to serve in the next 12 months as a result of applying what I learn from Ken McArthur and the Impact program?

Individuals _____

Organizations _____

9. List any products that you have authored (*Please include fee-based and free products*):
Include Product Title / Date Authored / Price / Website

My Business / Marketing / Internet Strengths

*On a scale of 1 to 10, please rate yourself in the each area:
1 = no experience, 5 = experienced, 10 = expert*

Area	Rating (1 to 10)	Notes
Basic business skills		
Creating and using systems		
Overall marketing ability		
Basic Internet skills (email, search engines, etc.)		

Area	Rating (1 to 10)	Notes
Finding and developing a niche market		
Setting up a website		
Researching, writing and editing		
Creating my own info products		
Using multi-media tools like Serious Magic and Camtasia		
Writing effective ads, sales letters, website and email copy		
Public speaking		
Generating "back of room" sales		
Interviewing others		
Being interviewed by the media or for product creation / promotion		
Leading telephone or web-based seminars		
Getting targeted traffic to my site		

Area	Rating (1 to 10)	Notes
Using pay-per-click search engines		
Building a newsletter list in my niche market		
Generating qualified leads for what I offer		
Converting subscribers / prospects into buyers		
Doing joint ventures		

10. What are the Top 3 challenges / opportunities I am facing today in my practice/business?

- 1.
- 2.
- 3.

11. What other information would you like to share that will enable us to make sure that you are matched with the best possible level of participation in this amazing program.